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Salad Builders



Custom Gourmet Salads

*"An Architecture of Modern
Customizable Fast Food"*

By: Anthony Francis
Advisor: Joel Stipano, Committee: Terrance Goode

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1). Concepts



Thesis Statement

"THE ARTIFICIALITY OF ARCHITECTURE AND NUTRITION OF THE FAST FOOD INDUSTRY HAS BECOME CAUSTIC TO SOCIETY BY DETERIORATING THE IDEALS BY WHICH MODERN DESIGN AND HEALTH FUNCTION"

ARCHITECTURE OF THE FAST FOOD INDUSTRY IN MANY WAYS HAS BECOME DULL AND BORING; RESPONDING ONLY TO THE NEEDS OF CORPORATIONS AND NEGLECTING THE MOST IMPORTANT FACTOR TO FRANCHISE PROSPERITY, THE CUSTOMER. IT IS WITH THIS IDEAL THAT I WILL USE THE ABOVE THESIS CONTENTION TO DEVELOP A NEW ARCHITECTURAL INTERVENTION THAT RESPONDS TO BOTH THE CUSTOMERS AND THE FAST FOOD INDUSTRY AS A CORPORATE CONGLOMERATE.

THE PROGRAM WILL BE UNIQUE IN THE FACT THAT CUSTOMERS WILL HAVE A CLOSER INTERACTION WITH THE FAST FOOD FRANCHISE. THIS WILL BE ACHIEVED BY UTILIZING AN INNOVATIVE SYSTEM OF DRIVE-THRU SERVICE WHERE THE CLIENT HAS THE ABILITY TO CUSTOMIZE THEIR FOOD TO THEIR LIKING THROUGH AN INTERACTIVE PROCESS BETWEEN THE CUSTOMER AND THE EMPLOYEE. WHAT WILL DEVELOP IS A NEW TYPE OF ATMOSPHERE . THIS WILL CREATE A FEELING OF UNIQUENESS AND SATISFACTION THAT ONE NORMALLY FINDS WHEN DINING AT AN UPSCALE SIT-DOWN RESTAURANT WHERE EVERYTHING IS COOKED TO ORDER.

Project Abstract

THE UNITED STATES HAS BECOME AS ERIC SCHLOSSER CALLS IT, A "FAST FOOD NATION". THIS PHRASE HAS DEEP ROOTS WITHIN AMERICAN CULTURE, ECONOMICS, HEALTH, MEDIA AND ARCHITECTURE. AS ONE STUDIES THE FAST FOOD INDUSTRY IN AMERICA, BOTH THE INHERENT GOOD AND BAD WILL BEGIN TO SHOW. ONE MAJOR PROBLEM WITH AMERICA'S FAST FOOD INDUSTRY IS THE UNDERLYING HEALTH CONCERNS RELATED TO THEIR PRODUCTS. AMERICA HAS GROWN INCREASINGLY OVERWEIGHT BY DEADLY PROPORTIONS DUE TO THE FAT AND CHOLESTEROL FILLED FOODS BEING SERVED. THE FAST FOOD INDUSTRY HAS BEGUN TO REALIZE THIS, BUT HAS DONE LITTLE IN WAY OF AIDING THE CONSUMER TOWARDS MORE HEALTHY CHOICES AT THE DRIVE THRU.

ANOTHER ISSUE OF CONCERN IS THAT OF "FAST FOOD PLASTIC ARCHITECTURE". THE FAST FOOD INDUSTRY HAS ONE GOAL; TO MAKE LARGE PROFITS. TO ACHIEVE THIS GOAL THE INDUSTRY RELIES ON COOKIE CUTTER ARCHITECTURAL DESIGNS THAT END UP CREATING THE STREETS OF "ANYWHERE, USA". THE ARCHITECTURE HAS LITTLE OR NO RESPECT TO LOCAL SITE CONDITIONS, OR CULTURAL VERNACULAR.

I PROPOSE TO CREATE A FAST FOOD ARCHITECTURE THAT RESPONDS TO ALL; THE CONSUMER AND THE INDUSTRY. THE CONSUMER WILL HAVE HEALTHY CHOICES AT THE DRIVE THRU, FOR EXAMPLE A FAST FOOD CHAIN THAT IS BASED ON CUSTOMIZABLE GOURMET SALADS. THIS ALLOWS FOR OUR FAST PACED SOCIETY TO PROSPER WITH SMALLER HEALTH CONCERNS. THE LOCAL SITE VERNACULAR WILL BE ADDRESSED BY VARYING MEANS. ONE OF WHICH IS TO DESIGN A STANDARDIZED KIT OF PARTS WHERE A PREFABRICATED KITCHEN UNIT BECOMES THE BASE TO WHICH LOCALIZED ARCHITECTURAL ELEMENTS ARE THEN ATTACHED. THIS NEW FAST FOOD CHAIN WILL PROFIT BOTH BY HAVING LOWER INITIAL STARTUP COSTS TO THEIR NEW SITE SPECIFIC RESTAURANTS AS WELL AS FEWER HEALTH RELATED CONCERNS BY CONSUMERS.

THE PROPOSED SITE WILL BE IN MANCHESTER, NEW HAMPSHIRE. THE SITE LENDS ITSELF TO THIS TYPE OF ESTABLISHMENT DUE TO SOME NOTABLE FACTORS. ACCORDING TO JOHN C. MELANIPHY AUTHOR OF RESTAURANT & FAST FOOD SITE SELECTION, THESE FACTORS ARE TRADE AREA, CUSTOMER PROFILE, GENERATIVE AREA, MARKET STRUCTURE, COMPETITORS, ACCESSIBILITY, VISIBILITY AND EXPOSURE.

MANCHESTER IS AN HISTORIC MILL CITY WITH WEALTHY SUBURBS CONSISTING OF A CUSTOMER PROFILE THAT FITS WITH A MORE MODERN IDEA OF FAST FOOD. THE TRADE AREA IS

Project Abstract

WITHIN 3 MILES DUE TO THE PROXIMITY OF INTERSTATE 93 AND THE MAJOR ARTERY SOUTH WILLOW STREET (NH ROUTE 28). ACCESSIBILITY IS NOT AN ISSUE; THE SITE IS AT THE CORNER OF A LARGE SHOPPING PLAZA WITH A DEDICATED TRAFFIC LIGHT OFF OF BUSY NH-28. THERE ARE NO REAL COMPETITORS, OTHER THAN THE STANDARDIZED NON-HEALTH CONSCIOUS FAST FOOD CHAINS SUCH AS TACO BELL®, CHILI'S® AND DUNKIN DONUTS® THAT ARE DIRECTLY ADJACENT TO THE PROPOSED SITE. AS FAR AS VISIBILITY AND EXPOSURE, THIS SITE IS NEAR PERFECT WITH ITS PROXIMITY TO THE MAJOR ROAD AND THE FACT THAT IT IS LIKE "WATERFRONT PROPERTY" WHEN IT COMES TO FAST FOOD SITE SELECTION. WITH THE AMOUNT OF TRAFFIC ON NH-28, FAST FOOD AS WELL AS RETAIL CHAINS HAVE FLOURISHED ON THIS STRIP OF HIGHWAY.

THESE IDEAS WILL BE RESEARCHED AND DEVELOPED THROUGH MEANS OF BOTH ELECTRONIC AND PRINTED MEDIA. WITH A STRICT WORK ETHIC AND THE HELP OF A SKILLED ADVISOR AND COMMITTEE, MY GOAL IS THAT THIS PROJECT WILL EVOLVE INTO AN ACTUAL ARCHITECTURAL PROTOTYPE THAT CAN BE BUILT AND USED BY AN UPCOMING FAST FOOD FRANCHISE.

I MYSELF AM NOT ONLY AN ARCHITECT, BUT AN ENTREPRENEUR AT HEART. THIS PROJECT, HOWEVER CONTROVERSIAL BECAUSE OF ITS SCOPE, IS NOT A STANDARD THESIS, BUT ONE THAT INVOLVES MANY IDEAS AND CONCEPTS WITHIN THE REALMS OF ARCHITECTURE AND BUSINESS.



Project Expectations

THIS PROJECT HAS EXTREMELY HIGH EXPECTATIONS, AND I HAVE THE UTMOST FAITH IN THE RESULTS OF THIS PROJECT AND INTEND TO TAKE THE PROJECT INTO THE REALM OF REALITY. WHEN COMPLETE, THIS PROJECT WILL POSSESS A THOROUGH UNDERSTANDING OF ARCHITECTURE AND BUSINESS RELATING TO THE FAST FOOD INDUSTRY. AFTER GRADUATING IN THE SPRING I INTEND TO RETURN HOME TO NEW ENGLAND AND SEARCH FOR CAPITAL INVESTORS. WITH A COMPLETE AND INTUITIVE ARCHITECTURAL THESIS AS WELL AS A BUSINESS PLAN, INVESTORS SHOULDN'T HAVE A HARD TIME UNDERSTANDING THE FINANCIAL POSSIBILITIES THAT MY INTERVENTION WILL HAVE FOR THE FUTURE OF MODERN FAST FOOD CHAIN RESTAURANTS.



Salad Builders. Architectural Issues

Custom Gourmet Salads



A). CORPORATE ARCHITECTURE

THE WORLD OF CORPORATE ARCHITECTURE IS A SCARY PLACE. DRIVE DOWN ANY STREET IN THE UNITED STATES AND YOU WILL SEE COUNTLESS CORPORATE SPAWNED COOKIE CUTTER FAST FOOD RESTAURANTS. MANY CORPORATIONS HIRE ARCHITECTS TO DESIGN THEIR ESTABLISHMENTS TO BE FUNCTIONAL, AESTHETICALLY PLEASING AND MOST IMPORTANTLY PROFITABLE. THIS CAN YIELD SOME ARCHITECTURAL DESIGNS THAT LEAVE MUCH TO BE DESIRED IN THE EYES OF A SEASONED ARCHITECT. CERTAINLY ALL OF THE THREE MAJOR DESIGN REQUIREMENTS WERE MET, HOWEVER MOST OFTEN CORPORATE ARCHITECTURE LACKS A SENSE OF SOPHISTICATION AND STYLE.

ONE OF THE MAJOR ARCHITECTURAL ISSUES THAT MY THESIS DEALS WITH IS THAT OF "FAST FOOD ARCHITECTURE" AND ITS CONSEQUENCES ON BOTH THE CORPORATE WORLD AND SOCIETY.



B). CORPORATE THEORY

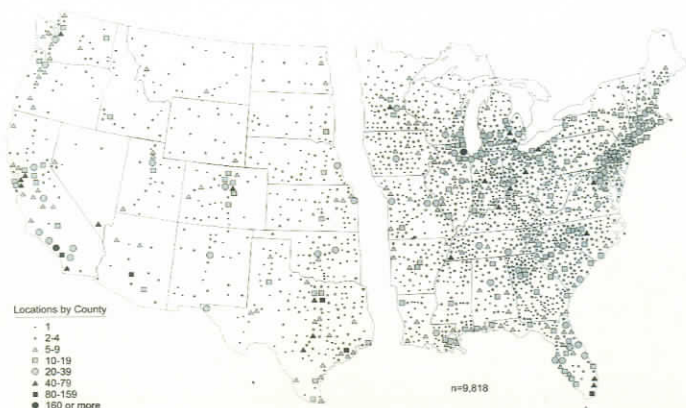


FIG. 7.4 Subway maintained a strong national market as shown in this map of its shops in 1996.

THE ULTIMATE GOAL OF A FAST FOOD CORPORATION IS TO TURN A LARGE PROFIT. THERE ARE MANY WAYS IN WHICH CORPORATIONS ACHIEVE THIS; ONE OF WHICH IS MARKET DOMINATION. THE SUBWAY® CORPORATION AS OF TODAY IS THE WORLDS LARGEST FRANCHISE, HAVING SATURATED NEARLY ALL OF THE MARKETS THAT EXIST FOR THE SANDWICH INDUSTRY.

AS YOU CAN SEE FROM FIGURE 7.4, THERE IS A SUBWAY® IN NEARLY EVERY TOWN AND CITY IN THE UNITED STATES. THE KEY TO MARKET DOMINATION LIES WITHIN FOUR THEORIES; ONE BEING MARKET SATURATION; THE SECOND BEING ABLE TO PROVIDE QUALITY FOOD AT A REASONABLE PRICE TO CONSUMERS; THIRDLY IS TO MAINTAIN A HIGH NUMBER OF RETURN CUSTOMERS; FOURTH AND MOST IMPORTANTLY IS PROPER SITE SELECTION. THE GOAL OF MARKET DOMINATION ULTIMATELY LEADS TO INTENSE CORPORATE COMPETITION, WHICH CAN MEAN CLOSING UP SHOP FOR SOME OF THE SMALLER, LESS PROFITABLE LOCAL BUSINESSES.



B). CORPORATE THEORY

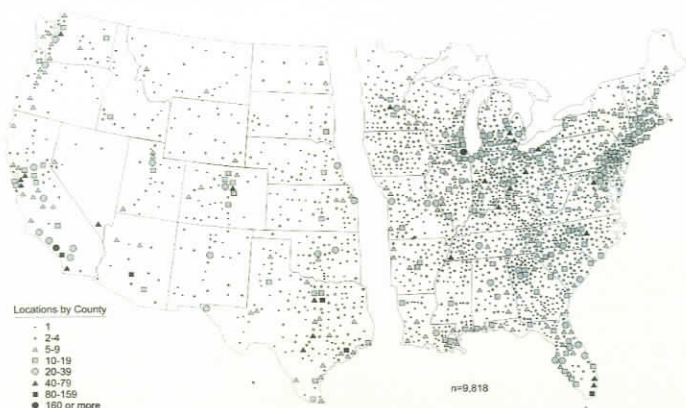


FIG. 7.4 Subway maintained a strong national market as shown in this map of its shops in 1996.

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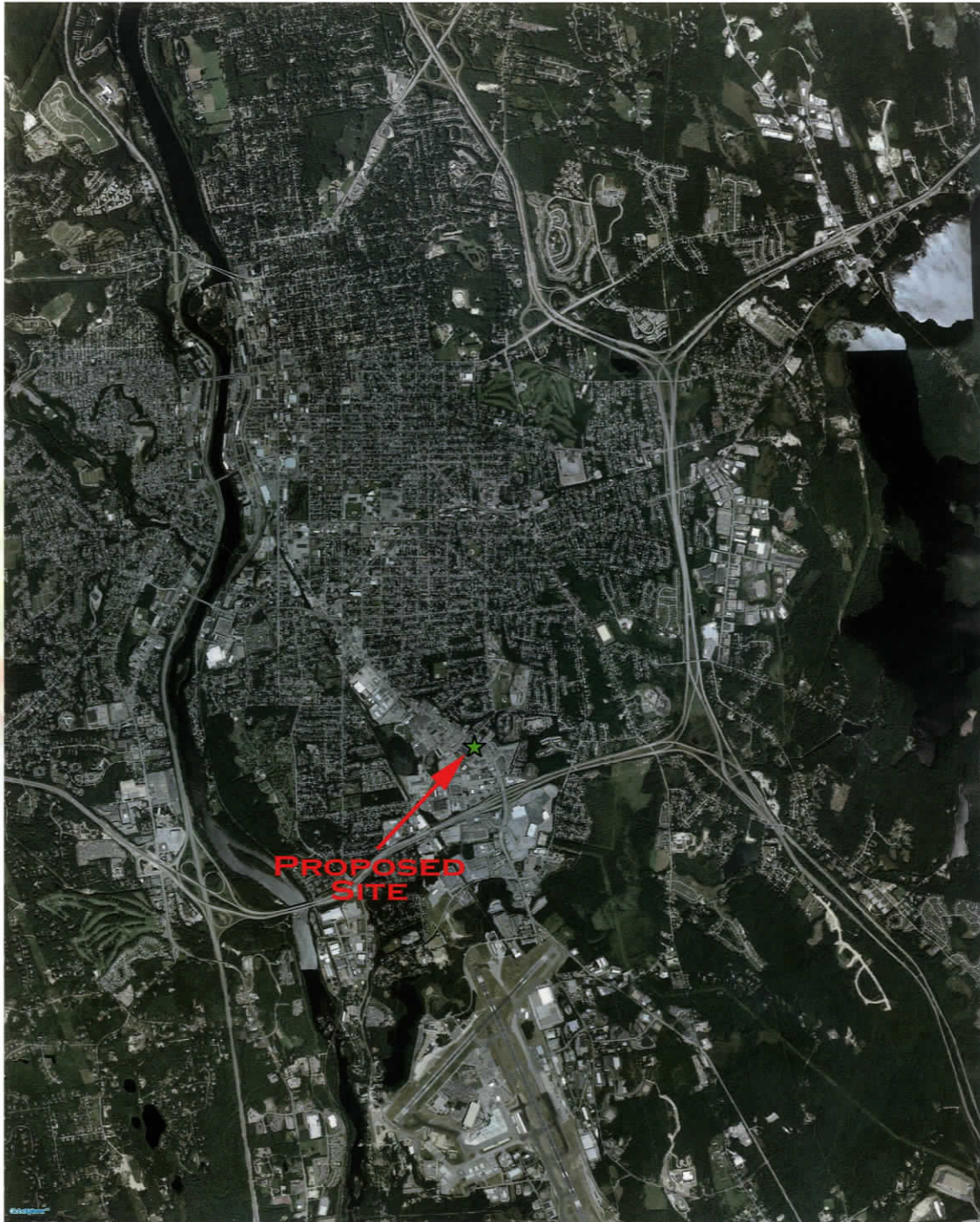
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III. Size Selection



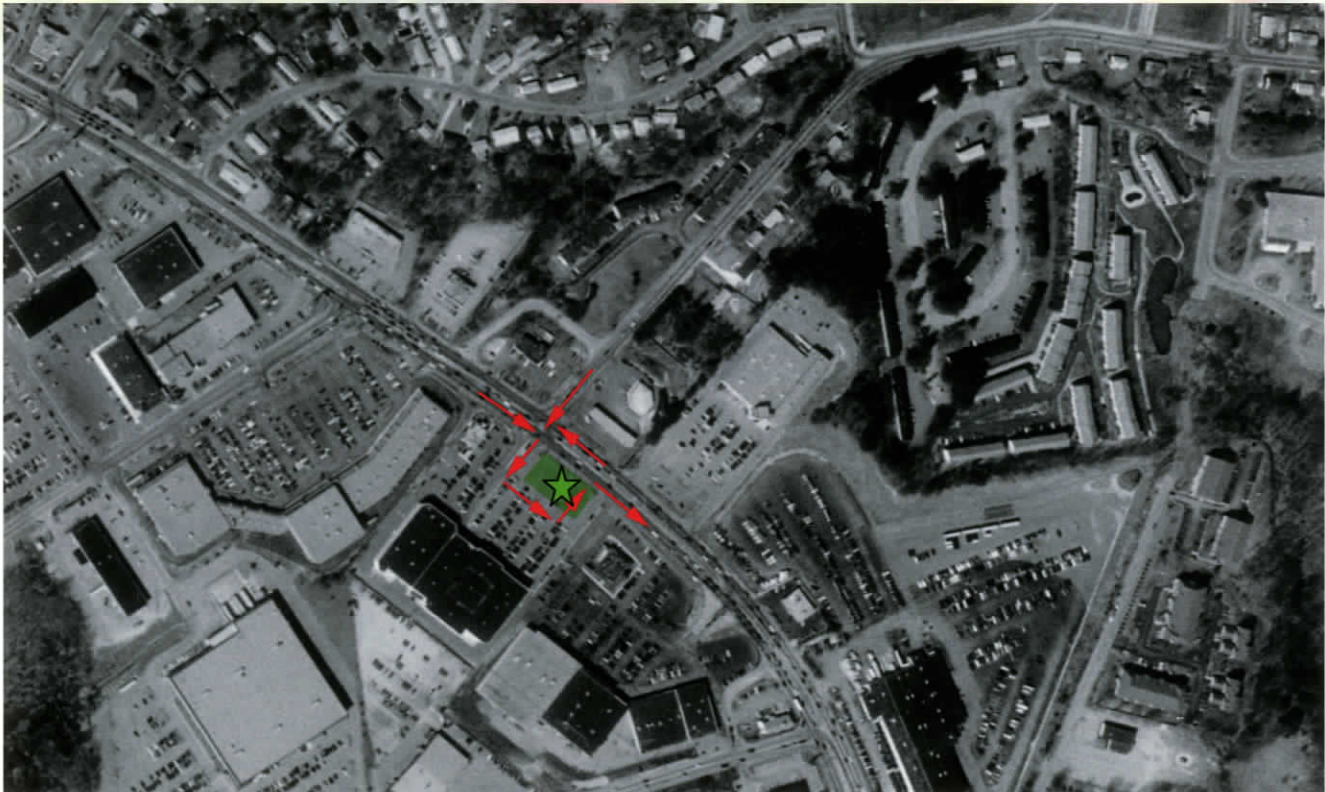
Site Proposal



PROPOSED SITE:
1053 S. SOUTH WILLOW STREET (NH RT. 28)
MANCHESTER, NEW HAMPSHIRE

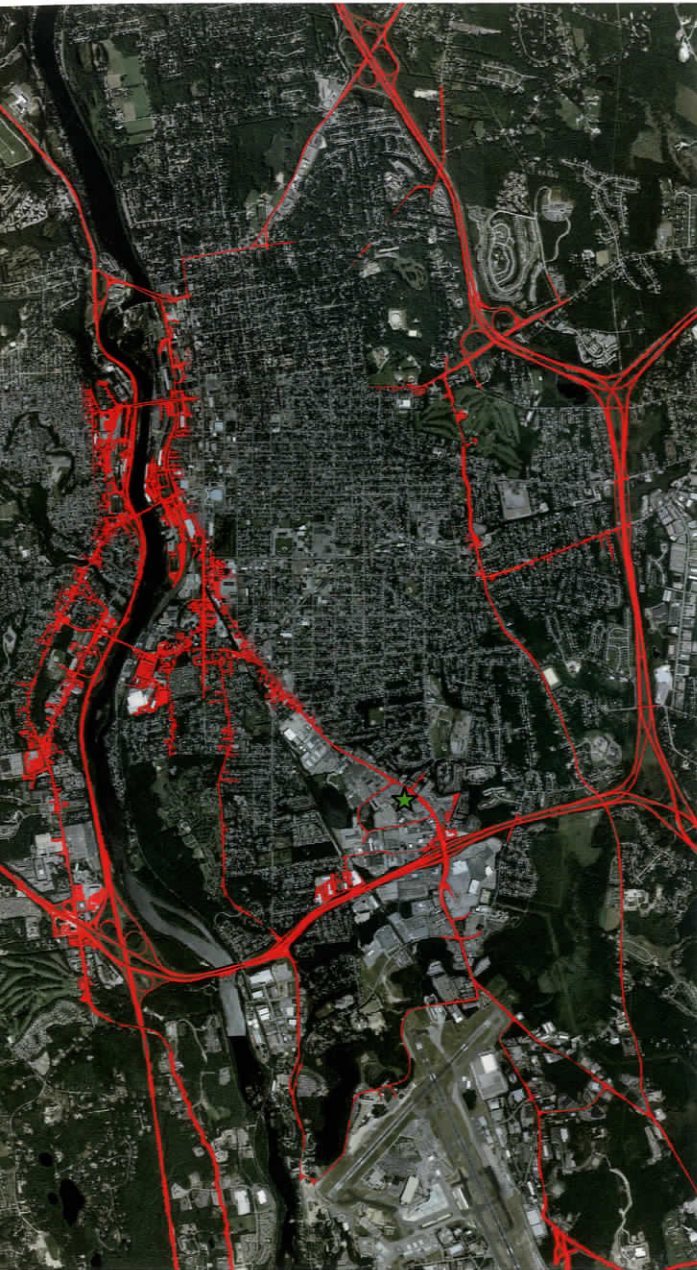
A). SITE STATEMENT

SITE SELECTION IS A CRUCIAL PART TO A PROFITABLE FAST FOOD FRANCHISE. A THOROUGH ANALYSIS IS REQUIRED IN ORDER TO FIND THE SITE THAT BEST SUITS YOUR FRANCHISE. THERE ARE MANY FACTORS TO STUDY WHEN DEALING WITH SITE SELECTION. ONE OF THE FIRST IS TO ANALYZE THE MAJOR ROADWAYS AND THE ACCESSIBILITY, BOTH PEDESTRIAN AND VEHICULAR OF A SITE. THE GREATER ACCESSIBILITY A SITE HAS DIRECTLY CORRELATES TO THE PROSPERITY OF A FRANCHISE. FOR EXAMPLE MY SITE, WHICH IS LOCATED OFF OF A MAJOR FOUR LANE STRIP OF SOUTH WILLOW STREET IN MANCHESTER, NEW HAMPSHIRE. ONE REASON I CHOSE THIS SITE WAS THE FACT THAT IT HAS A DEDICATED SIGNAL-CONTROLLED INTERSECTION, ALLOWING FOR EASY, QUICK ACCESS FROM EITHER SIDE OF SOUTH WILLOW STREET. THIS SITE IS ALSO UNIQUE IN THE FACT THAT IT OFFERS A SEPARATE STOP SIGN CONTROLLED RE-ENTRY WAY BACK ONTO S. SOUTH WILLOW.

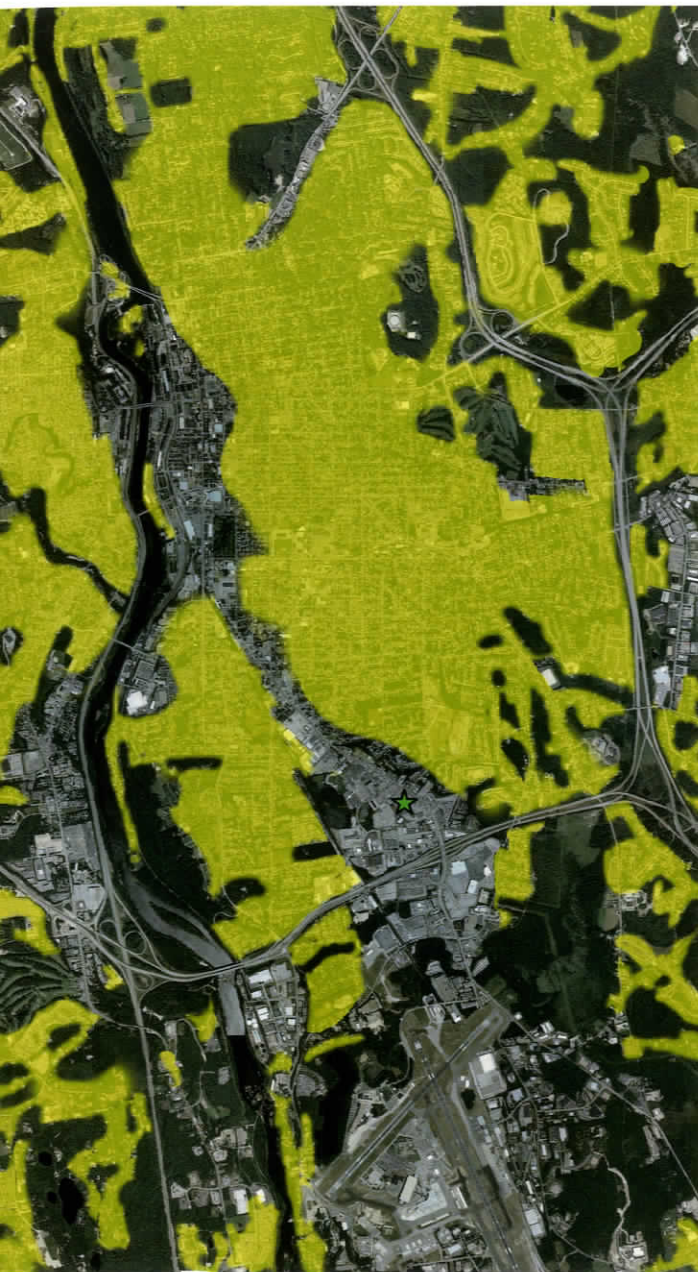


THE FOLLOWING PAGES ARE ANALYTICAL SITE DIAGRAMS FOR THE CHOSEN SITE, 1053 S. SOUTH WILLOW STREET, MANCHESTER, NEW HAMPSHIRE. THE FIRST SERIES OF FIVE DIAGRAMS ARE AT A SMALLER SCALE, IDENTIFYING MAJOR ROADWAYS, RESIDENTIAL, COMMERCIAL AND INDUSTRIAL SITES AND CONCLUDING WITH A COMPOSITE OF ALL FOUR OF THE ABOVE.

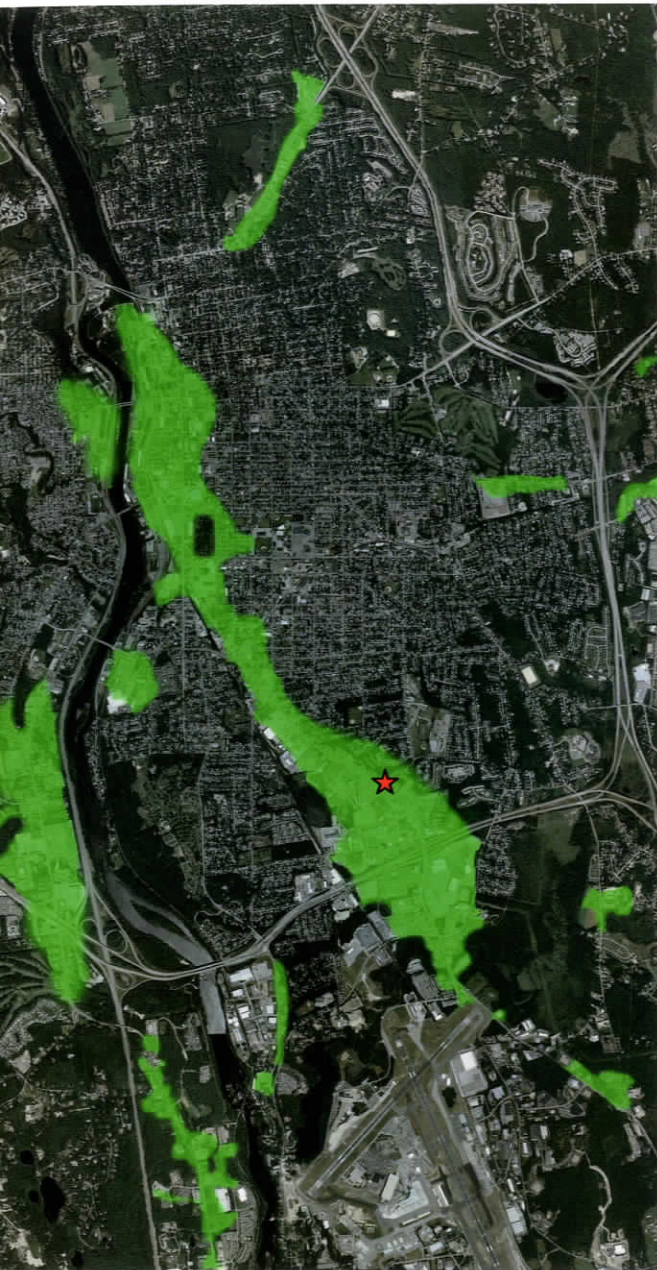
THE SECOND SERIES OF FIVE DIAGRAMS ARE ZOOMED IN CLOSER ON THE SOUTH WILLOW STREET STRIP AND ITS OCCUPANTS. THE SERIES BEGINS WITH A MORE DETAILED ROADWAY DIAGRAM, WHICH ALLOWS FOR A CLOSER ANALYSIS OF VEHICULAR ACCESSIBILITY. THE SECOND DIAGRAM IS CLOSELY LINKED TO FIRST, IDENTIFYING THE SIGNAL-CONTROLLED INTERSECTIONS ON SOUTH WILLOW STREET. THE THIRD DIAGRAM SHOWS SURROUNDING CORPORATIONS AND THEIR LOGOS WITH RESPECT TO THEIR LOCATION. THE FOURTH DIAGRAM SHOWS THE REAL-WORLD, REAL-TIME AVAILABLE SITES ON THE SOUTH WILLOW STREET STRIP. THE FIFTH AND MOST INFLUENTIAL DIAGRAM IS A COMPOSITE OF THE ABOVE FOUR. THIS ALLOWED FOR A THOROUGH AND ANALYTICAL SITE SELECTION FOR MY NEW ARCHITECTURAL INTERVENTION, SALAD BUILDERS®.



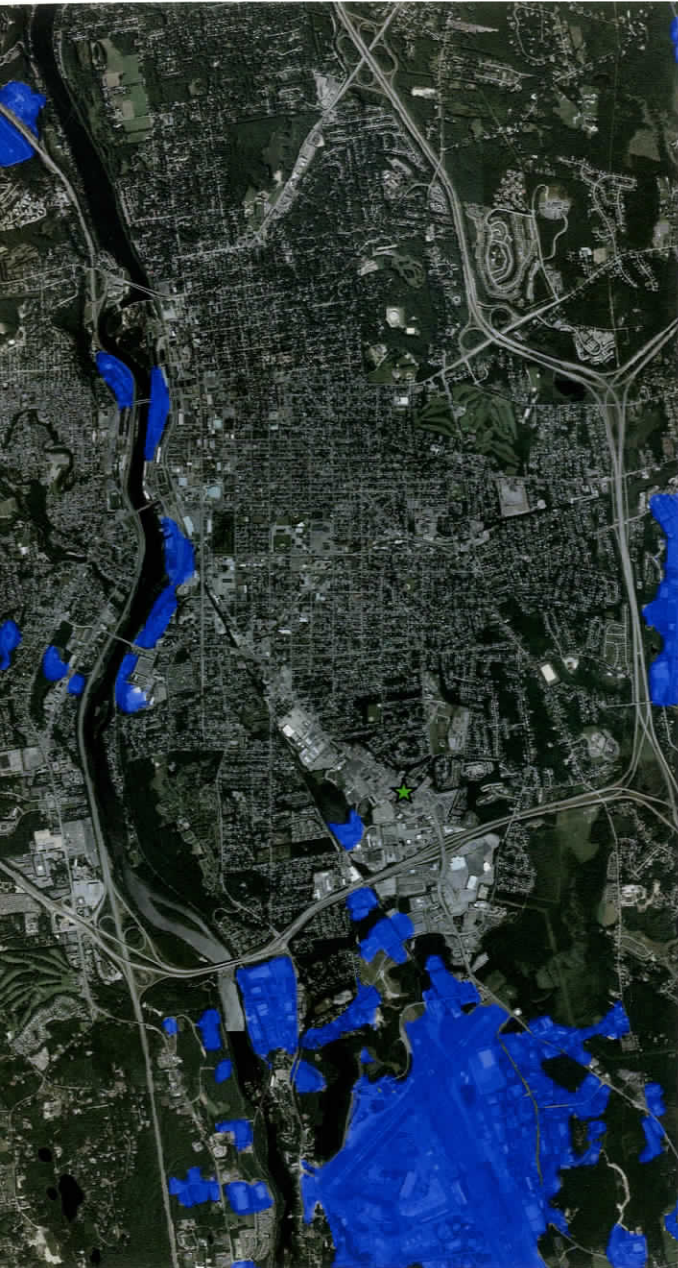
MAJOR ROADWAYS



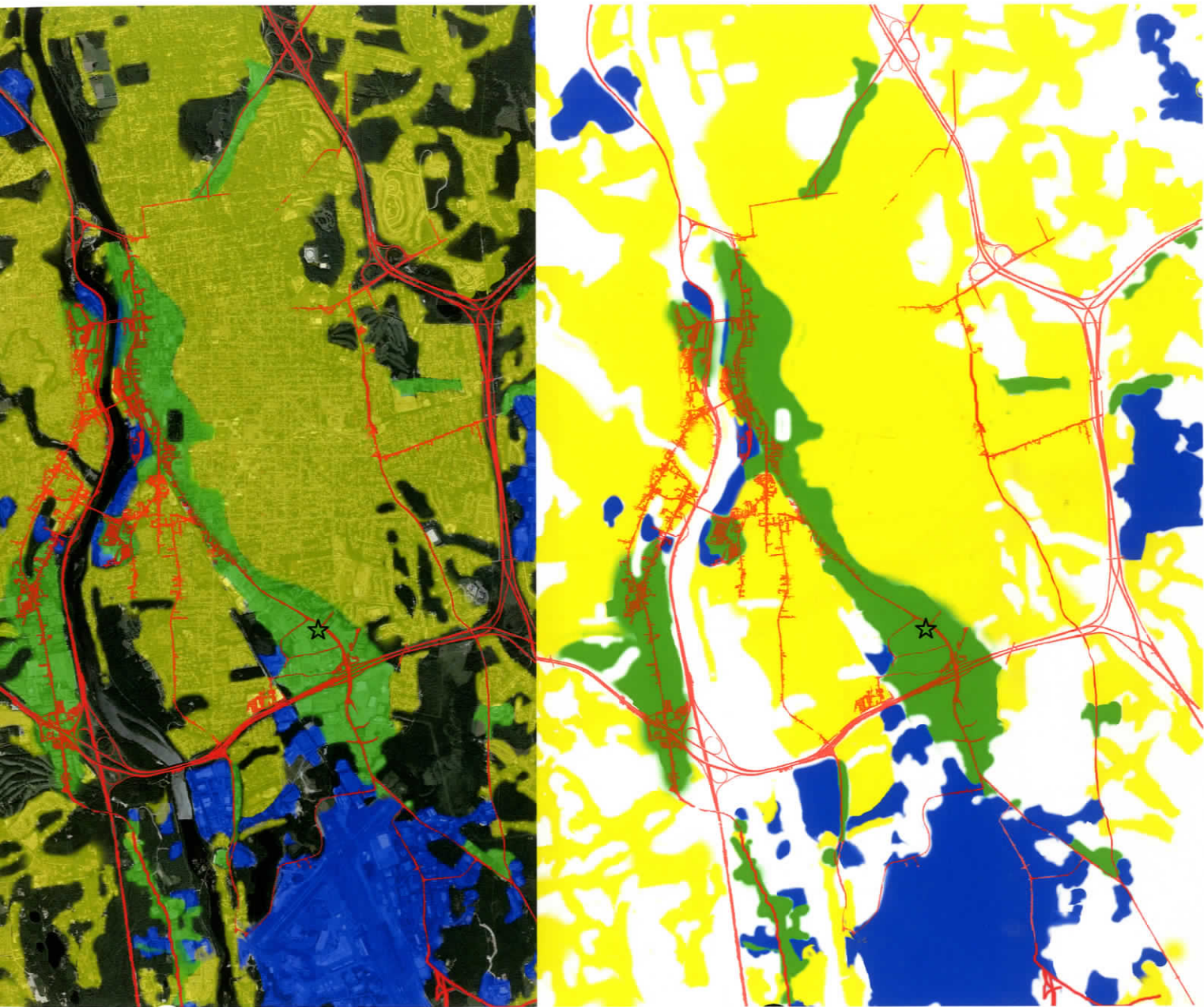
RESIDENTIAL AREAS



COMMERCIAL AREAS



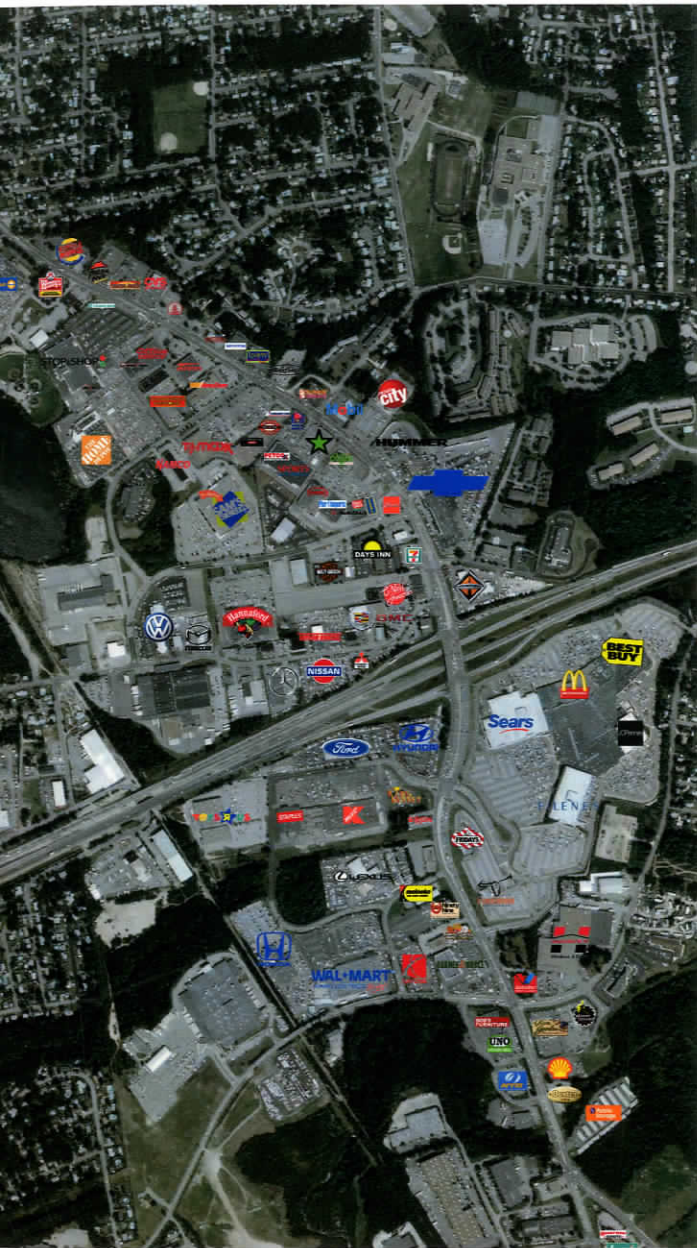
INDUSTRIAL AREAS



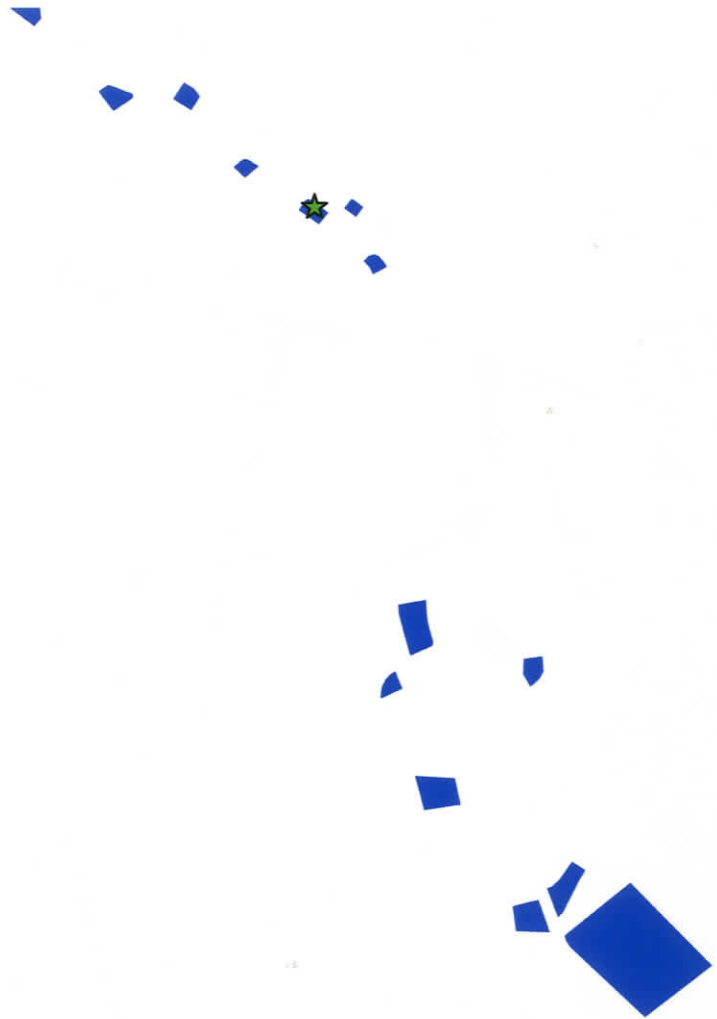
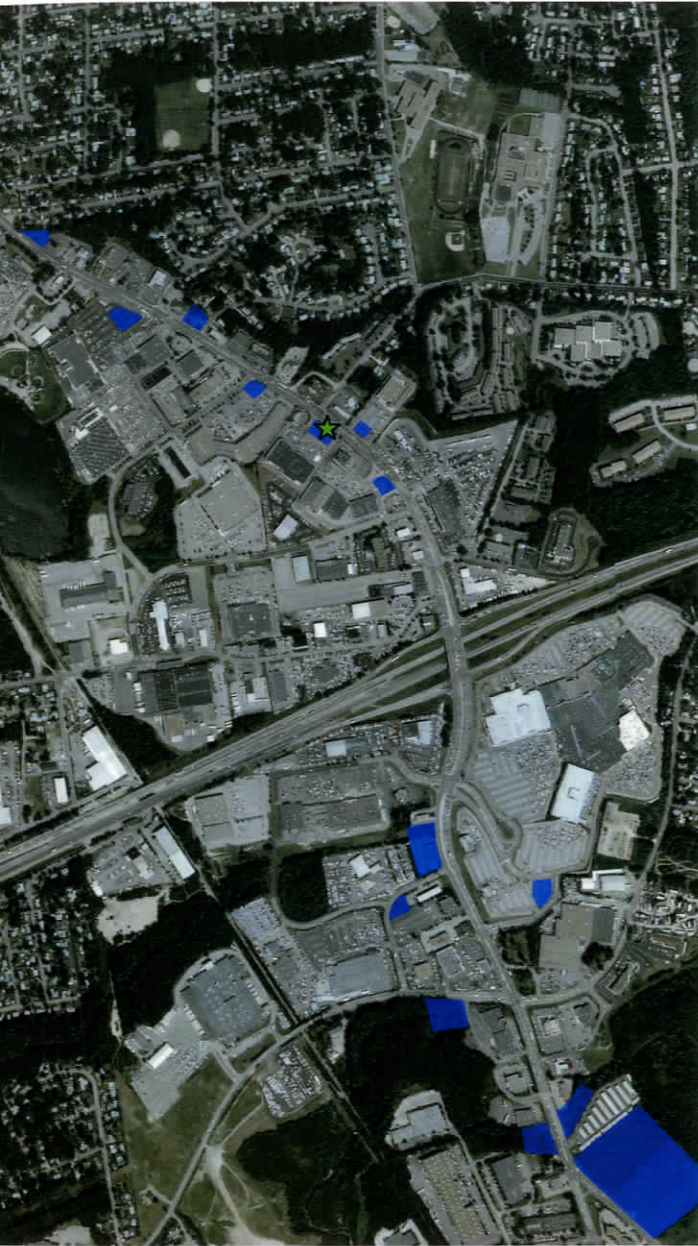
COMPOSITES



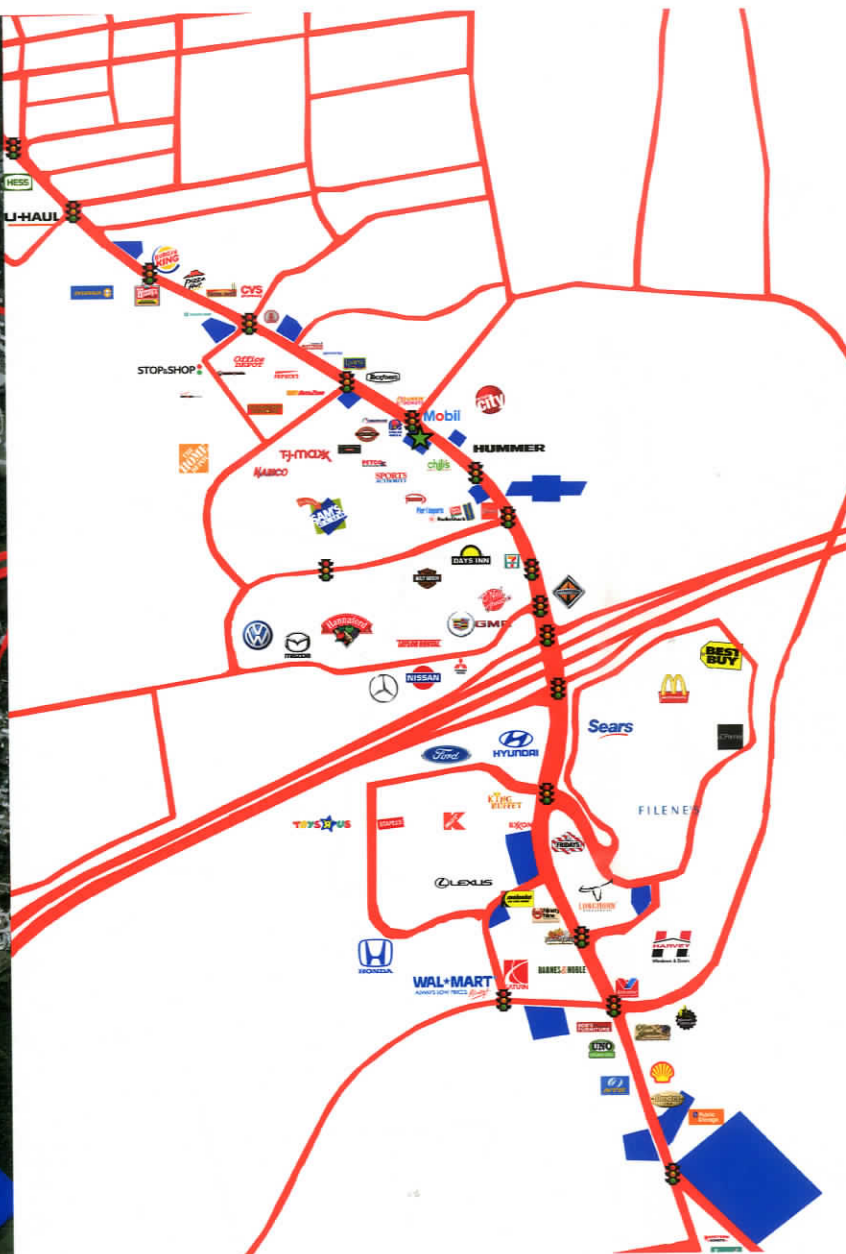
ROADWAY ZOOM



CORPORATE BRANDING & IDENTITY



AVAILABLE SITES



COMPOSITES



APPROACH FROM SOUTH, SOUTH WILLOW STREET



APPROACH FROM NORTH, SOUTH WILLOW STREET



VIEW ACROSS SOUTH WILLOW STREET FROM MOBIL® GAS STATION



VIEW FROM DUNKIN DONUTS®



VIEW FROM TACO BELL®



VIEW OF SITE FROM PETCO® PARKING LOT



VIEW FROM SOUTH SIDE OF SPORTS AUTHORITY®



VIEW FROM CHILI'S® PARKING LOT



VIEW STANDING IN FRONT OF SPORTS AUTHORITY®



W. Program Selection



A). PROGRAM STATEMENT

I CHOSE MY PROGRAM BASED ON THE ANALYSIS OF VARIOUS DOCUMENTARIES ON THE FAST FOOD INDUSTRY, SUCH AS THE HIT MOVIE "SUPERSIZE ME" STARRING MORGAN SPURLOCK. ONE OF THE MAJOR PROBLEMS WITHIN THE FAST FOOD INDUSTRY IS NUTRITION. MOST ALL FAST FOOD IS HIGH IN FAT AND CALORIES, THEREFORE GIVING FAST FOOD A NEGATIVE CONNOTATION WHEN IT COMES TO THE HEALTH AND NUTRITION OF ITS CLIENTS. I FEEL THAT THE FAST FOOD INDUSTRY IS BEING NEGLIGENT TO THIS UPRISING ISSUE. ONE OF THE MOST IMPORTANT FACTORS TO A FAST FOOD FRANCHISE'S SUCCESS IS ITS CUSTOMER BASE. IF THE INDUSTRY CONTINUES TO LOOK THE OTHER WAY WHEN IT COMES TO THE HEALTH OF ITS CUSTOMERS, THE BUSINESS WILL SUFFER FINANCIALLY AS WELL AS SOCIALLY VIA THEIR CUSTOMERS BECOMING INCREASINGLY OVERWEIGHT WITH HIGHER CHOLESTEROL AND GREATER CHANCE OF PREMATURE DEATH.



ANOTHER ISSUE FACING THE FAST FOOD INDUSTRY TODAY IS THAT OF CUSTOMERS WANTING MODIFIED FOOD BASED ON THE EXISTING MENU ITEMS. IN THE PAST IT USED TO BE A HASSLE TO ASK FOR A HAMBURGER WITHOUT PICKLES OR WITH EXTRA KETCHUP. THE INDUSTRY IS CHANGING TOWARDS A MORE CUSTOMIZABLE MENU, THAT ALLOWS FOR THE CLIENT TO CHOOSE A BASE MENU ITEM AND THEN ADD TO, OR SUBTRACT VARIOUS INGREDIENTS OR TOPPINGS. FOR EXAMPLE BURGER KING'S® NEW SLOGAN, "HAVE IT YOUR WAY". WITH THIS NEW SYSTEM A CUSTOMER ORDERS A BASIC HAMBURGER THEN IS ASKED WHAT TOPPINGS AND/OR CONDIMENTS THEY WISH TO HAVE. THIS ALLOWS FOR A MORE PERSONALIZED DINING

EXPERIENCE WHICH RECALLS THE FEELING OF A MORE UPSCALE SIT DOWN RESTAURANT. THE CUSTOMERS LEAVE WITH A FULL STOMACH AND A SENSE OF PLEASURE AND SATISFACTION. THAT IS THE MOST EFFECTIVE WAY TO NOT ONLY INCREASE CUSTOMER MORAL, BUT INCREASE THE RATE OF RETURNING CUSTOMERS, WHICH IS THE KEY TO A SUCCESSFUL FAST FOOD FRANCHISE.

THE PROGRAM FOR MY THESIS IS THAT OF A NEW FAST FOOD FRANCHISE THAT SERVES CUSTOMIZABLE GOURMET SALADS. THIS PROGRAM ADDRESSES BOTH THE ISSUES OF NUTRITION AND CUSTOMIZED MENUS WITHIN THE FAST FOOD INDUSTRY. ONE OF THE KEY FEATURES TO MY RESTAURANT WILL BE A DRIVE THRU SALAD BAR. THE CUSTOMER WILL SLOWLY DRIVE PAST A LONG HORIZONTAL WINDOW THAT DISPLAYS THE TOPPINGS AVAILABLE. THE "SALAD ARCHITECTS" OR EMPLOYEES WILL GLIDE ALONG WITH THE CUSTOMER FROM THE BEGINNING OF THE BAR TO THE END AND BUILD THE SALAD TO THE CUSTOMERS SPECIFICATIONS. MOST LIKELY THE PRICE WILL BE SET BY UNIT WEIGHT DETERMINED AT THE END OF THE LINE.

THIS NEW TYPE OF ORDERING AND CUSTOMIZABLE MENU ALLOWS FOR A CLOSER CONNECTION BETWEEN THE CUSTOMER AND THE EMPLOYEE OR FRANCHISE. FOR THE FIRST TIME A CUSTOMER CAN SIT BACK AND WATCH THEIR FOOD BEING MADE ESPECIALLY FOR THEM WHILE IN THE DRIVE THRU LANE. TO DATE, THERE HAVE BEEN NO FRANCHISES ESTABLISHED ON THIS TYPE OF PROGRAMMATIC TYPOLOGY.



B). BUILDING SPACE ALLOCATIONS

DINING AREAS

INTERIOR DINING	700
EXTERIOR DINING	400

TOTAL 1,100

FOOD PREPARATION

BEVERAGE STATION & DISPLAY.....	50
SANDWICH STATION & DISPLAY.....	75
SOUP STATION & DISPLAY.....	50
DRIVE THRU SALAD STATION & DISPLAY.....	75
INTERIOR SALAD STATION & DISPLAY.....	75

TOTAL 325

KITCHEN

FREEZER	50
COOLER	100
OVENS/MICROWAVES	25
EXPOSED GRILLING STATION	50
WASHING STATION	50
STORAGE	250

TOTAL 525

RESTROOMS

MEN'S RESTROOM	75
WOMEN'S RESTROOM	100
JANITORIAL	15

TOTAL 190

MISCELLANEOUS

PAYMENT/ORDER PICKUP STATION	50
ENTRANCE	150
MANAGER'S OFFICE	120
RECEIVING	100

TOTAL 420

BUILDING	2,560
CIRCULATION @ 40%	1,024

TOTAL BUILDING 3,584

Program Square Footage

TOTAL SITE AREA14,025
FLOOR AREA RATIOF.A.R. @ 3%

TOTAL ALLOWABLE BUILDING SIZE 4,675

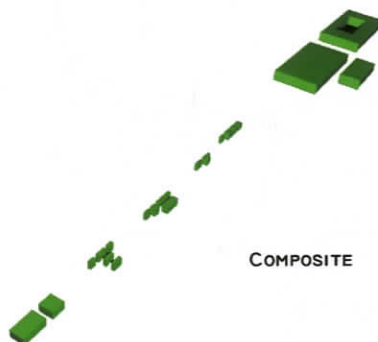
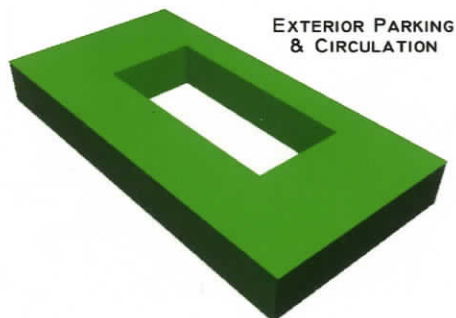
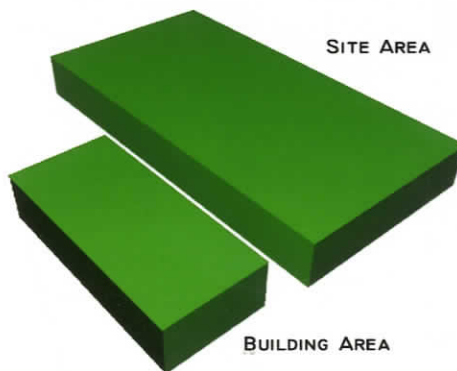
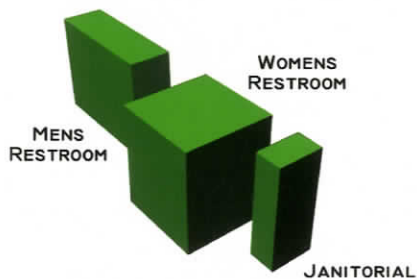
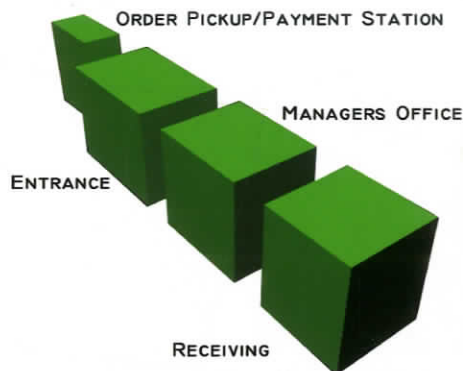
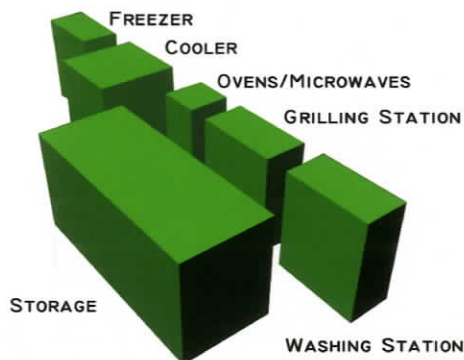
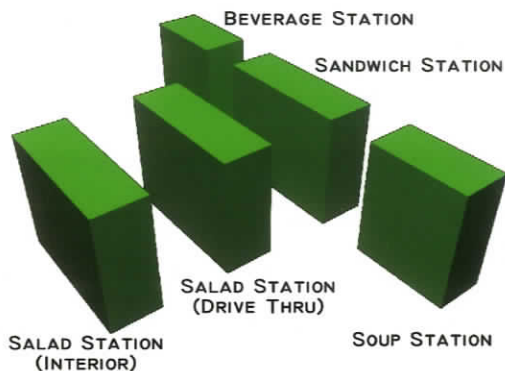
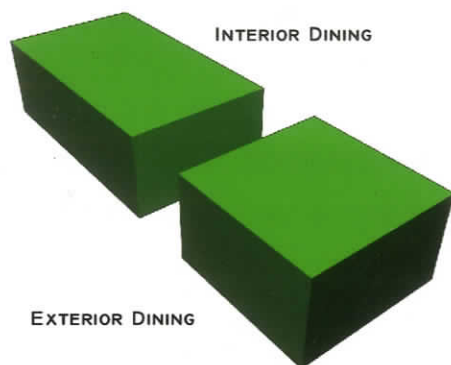
ALLOWABLE BUILDING FOOTPRINT4,675
ACTUAL BUILDING FOOTPRINT3,584

TOTAL EXTRA SPACE FOR USE 1,091

TOTAL SITE AREA14,025
BUILDING FOOTPRINT3,584
PARKING (40) 10x20 SPACES.....8,000

TOTAL EXTERIOR CIRCULATION (VEHICULAR/PEDESTRIAN) 2,441

c). SQUARE FOOTAGE DIAGRAMS



D). PROGRAM MENU

THE MENU FOR SALAD BUILDERS® WILL INCLUDE GOURMET SALADS, SOUPS AND SANDWICHES. EVERY ITEM ON THE MENU WILL BE MADE TO ORDER TO THE CUSTOMERS SPECIFICATIONS. THE KEY FEATURE WILL BE THE EXTENSIVE SALAD BAR. HERE ONE CAN ORDER ANY TYPE OF SALAD IMAGINABLE. THERE WILL BE A FEW WAYS OF PLACING YOUR ORDER. ONE WILL BE THE TRADITIONAL MODE VIA IN-STORE ORDERING. THE SECOND WILL BE ORDERING AT THE DRIVE UP, AND THIRDLY ORDERS CAN BE PLACED ONLINE BY GOING TO OUR WEBSITE WWW.SALADBUILDERS.COM AND BUILD YOUR SALAD WITH THE VIRTUAL SALAD BAR.



Iceberg
Romaine
Mixed Field
Mesculin
Red Leaf
Butter Lettuce
Spinach Leaves
Bibb Lettuce
FRise'e

Plum Tomatoes
Cucumbers
Red Onions
White Onions
Carrots
String Beans
Black Olives
Red Peppers
Green Peppers
Jalapino's

Chicken
Turkey
Steak
Tuna
Ham
Bacon
Prociutto
Boiled Eggs

Cheddar
Mozzarella
Parmesan
Romano
Provolone
Asiago

Garlic Sticks
Butter Sticks
Low Carb Sticks
Herb Croutons
Butter Croutons
Low Carb Croutons

Italian
French
Ranch
1000 Island
Vinegarette
Oil/Vinegar
House/Lite
Peppercorn
Honey Mustard

Greens

Veggies

Meats

Cheeses

Breads


Dressings

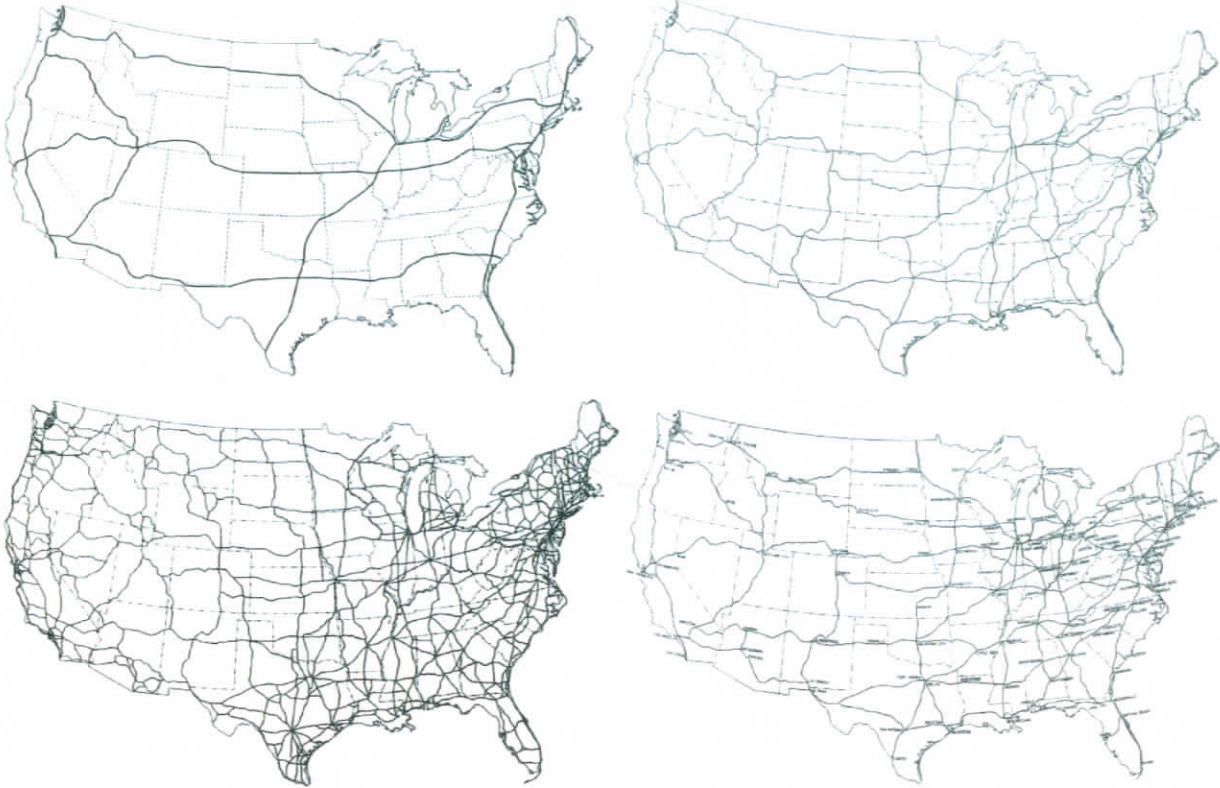
(EXAMPLE OF THE AVAILABLE ITEMS AT THE SALAD BAR STATION)

E). LOCAL RESOURCES

IN AN EFFORT TO PROMOTE LOCAL BUSINESSES SALAD BUILDERS® WILL USE NEW ENGLAND AS A RESOURCE FOR OUR FOOD PRODUCTS. ALL OF OUR FOOD THAT WE SELL WILL BE MADE FROM LOCALLY GROWN PRODUCE WHEN IN SEASON. AS THE DIAGRAM BELOW SHOWS, LOCALLY GROWN PRODUCE WILL ONLY BE AVAILABLE FRESH TO US BETWEEN THE BEGINING OF MAY AND THE END OF OCTOBER. DURING THE OFF SEASON WE WILL HAVE TO RELY ON A GLOBAL FOOD DISTRIBUTION RESOURCE SUCH AS THOSE USED IN THE GROCERY STORES AND SUPERMARKETS WHERE CLIMATE PREVENTS USING LOCALLY GROWN PRODUCE AND GOODS DURING THE WINTER MONTHS. SALAD BUILDERS® WILL NEVER USE FROZEN PRODUCE. WE WILL STRIVE TO SERVE ONLY THE FRESHEST PRODUCE AND FOOD THAT ONE CAN HAVE. THIS COMPANY IS BUILT ON THE FOUNDATION THAT FRESH FOOD, CUSTOMIZABLE MENU ITEMS AS WELL AN EXCITING AND UNIQUE ATMOSPHERE WHICH UNIFY OUR SUCCESS.



	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apples & Cider												
Nursery Plants												
Berries & Fruits												
Strawberries												
Raspberries												
Blueberries												
Peaches												
Christmas Trees												
Cut flowers, herbs												
Hay & Grain												
Honey												
Maple Syrup												
Pumpkins & Gourds												
Vegetables												



THE MOST COST EFFECTIVE AND EFFICIENT MODES OF PRODUCT DELIVERY IS THAT OF THE INTERSTATE HIGHWAY SYSTEM DEVELOPED BY PRESIDENT DWIGHT D. EISENHOWER IN THE EARLY 1950'S. THIS SYSTEM ALLOWS FRESH PRODUCE GROWN IN THE SOUTH TO BE TRUCKED TO THE NORTHEAST DURING THE WINTER MONTHS. THIS WILL PLAY A CRITICAL ROLE IN DELIVERING FRESH PRODUCE 365 DAYS A YEAR TO THE SALAD BUILDERS® FRANCHISE. THE ABOVE DIAGRAMS REPRESENT A PROPOSAL IN 1944 FOR VARIOUS TYPES OF INTERSTATE HIGHWAY NETWORKS. THE FIRST SHOWING A 14,300 MILE NETWORK; THE SECOND A 26,700 MILE NETWORK; THE THIRD A 78,800 MILE NETWORK AND FINALLY A 33,920 MILE NETWORK WHICH IN 1944 WAS THE RECOMMENDED SOLUTION FOR THE EXPANSION OF AMERICA'S NATIONAL ROADWAY SYSTEM.

V. Procedures



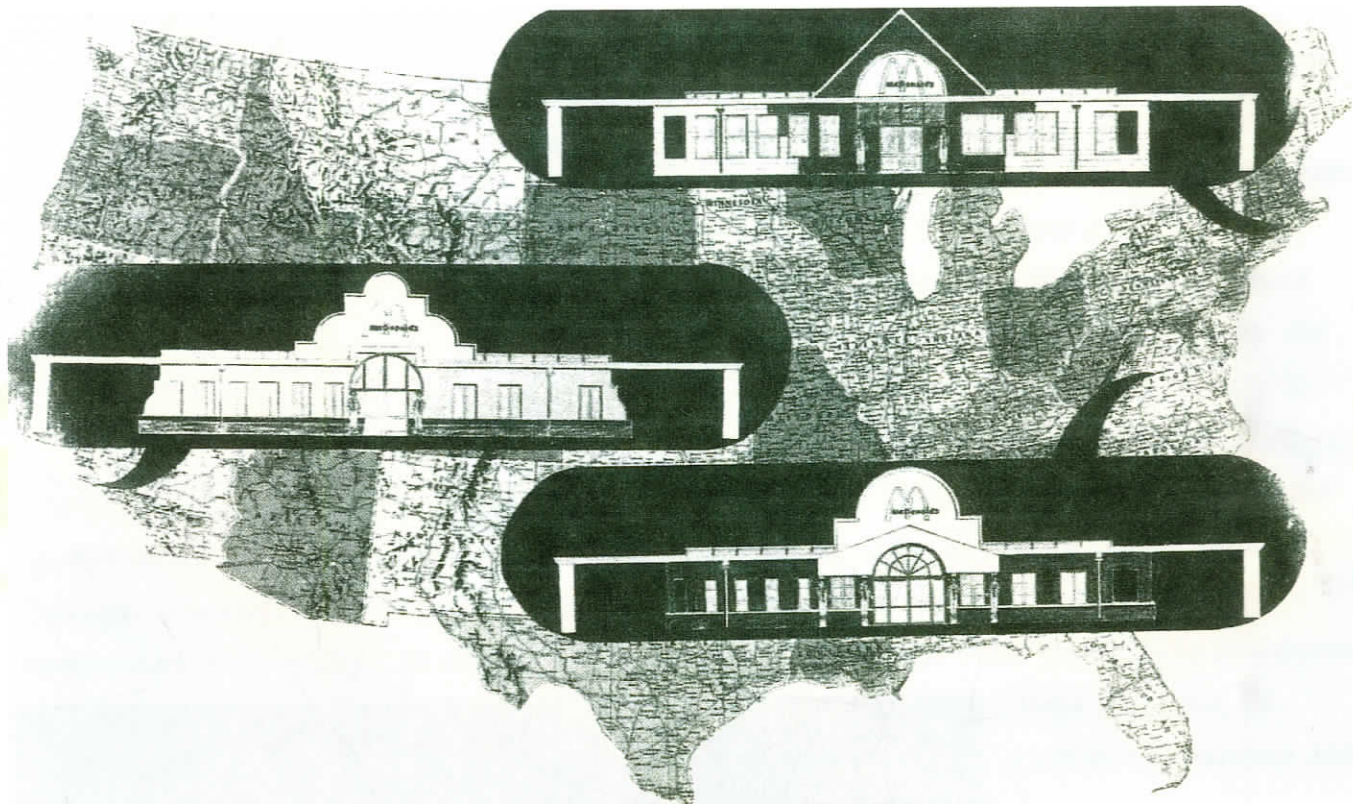
A). MCDONALD'S COMPETITION

"THE MOST INNOVATIVE MCDONALD'S OF THE FUTURE" COMPETITION ENTRY

-DESIGNER: JONATHAN MARK HALPER

-UNIVERSITY OF ILLINOIS, 1978

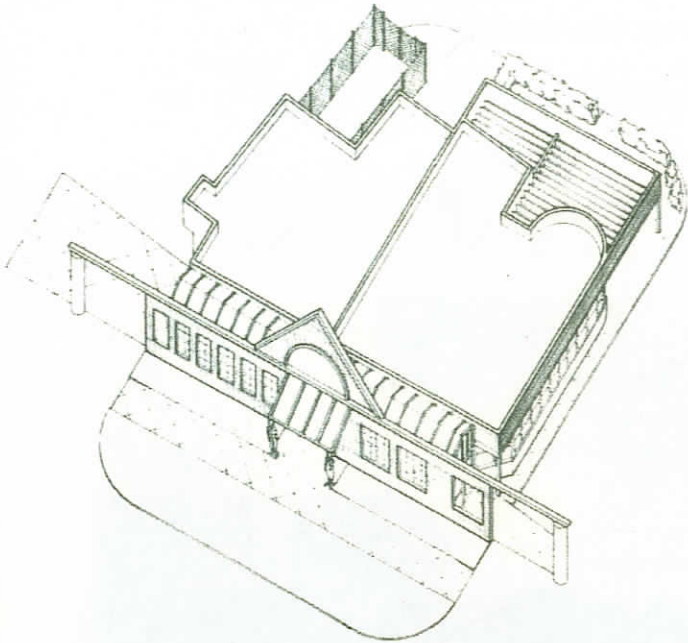
-THESIS: INTERCHANGEABLE FACADES BASED UPON LOCAL SITE VERNACULAR



THIS PROJECT TAKES THE FACADE OF A MCDONALD'S RESTUARANT AND USES IT AS AN EXPRESSION OF LOCAL SITE VERNACULAR VIA INTERCHANGEABLE PARTS. THESE PARTS ARE REGIONAL AND THEMATICALLY PROVIDE A COMFORTABLE AND FAMILIAR ARCHITECTURAL ENVIRONMENT TO THE CUSTOMERS.

THE RESTAURANTS ARE BASED ON VARYING THEMES ACCORDING TO AREAS OF THE COUNTRY THAT HAVE STRONG VERNACULAR ARCHITECTURAL EXPRESSIONS: NEW ENGLAND'S SHINGLED COLONIAL HOMES; SANTA BARBARA'S SPANISH MISSIONS AND THE JEFFERSONIAN BUILDINGS OF CHARLOTTESVILLE.

Precedents & Analysis



THE INTERCHANGEABLE PARTS INCLUDE ELEMENTS OF THE FACADE, ENTRY PORTICO, SKYLIGHTS AND DINING AREAS. THE FACADE FUNCTIONS AS A BILLBOARD FOR THE RESTAURANT THROUGH ITS DISTINCTIVE LOGOIFICATION. THE FACADE IS CONSTRUCTED OUT OF THE LOCAL MATERIALS SUCH AS PAINTED OR TEXTURED WOOD, BRICK, ALUMINUM SIDING AND STUCCO PANELS.

THE INTERIOR OF THE DINING AREAS ARE ARCHITECTURALLY IN "THEME" WITH THE FACADE. THESE AREAS CAN CONCEPTUALLY BE SEEN AS BOX CARS. THE SIZE OF THE RECTANGLE ALLOWS FOR AMPLE SEATING AND

AN OUTDOOR DINING AREA. THE WALLS AS SHEATHED WITH THE SAME LOCAL MATERIALS USED IN THE FACADE. THE ENTIRE RESTAURANT BECOMES A STAGE SET FOR A DISTINCT TYPOLOGY OF VERNACULAR ARCHITECTURE TO WHICH THE McDONALD'S CORPORATION THEN APPLIES ITS STANDARDS

SUCH AS LOGOS, CORPORATE BRANDING AND THE INFAMOUS FOOD. THIS ALLOWS McDONALD'S TO EXPAND IN MARKET SEGMENTS WITH ITS STAPLE FOODS AS WELL AS RESPOND TO LOCAL SITE CONTEXT AND BECOME A POSITIVE ARCHITECTURAL INTERVENTION.



(MCDONALDS RESTAURANT IN SEDONA, ARIZONA. NOTE THE VERNACULAR ARCHITECTURAL ESTHETICS USED)

B). COLD STONE CREAMERY

"PASSION FOR PEOPLE. PASSION FOR SUCCESS. AND ABOVE ALL, PASSION FOR ICE CREAM"

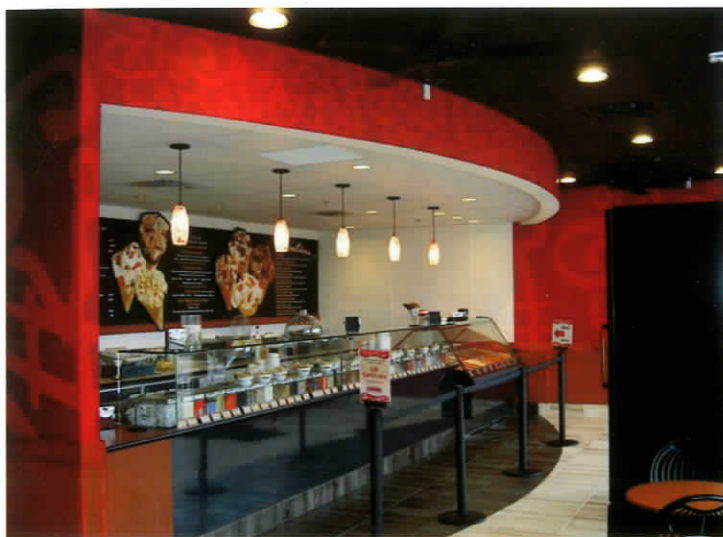
-DESIGNER: VARIOUS

-FRANCHISE BASED IN SCOTTSDALE, ARIZONA 1988-PRESENT



COLD STONE CREAMERY IS A UNIQUE AND THRIVING ICE CREAM FRANCHISE. THE FOUNDING PRINCIPAL BEHIND COLD STONE IS THEIR UNIQUE SERVICE. THIS IS NOT YOUR EVERYDAY ICE CREAM STAND. INSTEAD OF MUNDANE ICE CREAM FLAVORS AND THE COMMONPLACE TOPPINGS, COLD STONE OFFERS IT'S CUSTOMERS GOURMET ICE CREAM FLAVORS AND EVERY TOPPING AND MIX IN IMAGINABLE. THIS ALLOWS INFINITE CHOICES FOR THE CUSTOMER AND CREATES A NEW AND EXCITING ATMOSPHERE IN WHICH ICE CREAM, MASS CUSTOMIZATION, BUSINESS AND ARCHITECTURE CO EXIST.

Precedents & Analysis



ALLOWING THE CUSTOMERS TO DESIGN THEIR OWN "COLD STONE CREATION" BECOMES A SYSTEM TO WHICH PSYCHOLOGY BEGINS TO PLAY A ROLE. CUSTOMERS ACQUIRE A SENSE OF PLEASURE AND SATISFACTION; WHATEVER THEY WANT THEY CAN HAVE. BANANA ICE CREAM WITH PEANUT BUTTER CUPS; VANILLA ICE CREAM WITH HOT FUDGE, BROWNIES, COOKIES AND YELLOW CAKE, THE POSSIBILITIES ARE ENDLESS AND SO ARE THE LONG LINES IN COLD STONE FRANCHISES ACROSS THE COUNTRY.

THIS BUSINESS MODEL CAN BE VERY WELL ADAPTED AND USED AS A BASIS FOR MY NEW FRANCHISE OF CUSTOMIZABLE GOURMET SALADS. INSTEAD OF ICE CREAM AND MIX INS, SALAD BUILDERS WILL USE GOURMET LETTUCES AND A WIDE ARRAY OF BOTH COMMONPLACE AND UNIQUE TOPPINGS.

THE ARCHITECTURE OF COLD STONE IS FOCUSED ON THE INTERIOR AS THESE FRANCHISES ARE SHOE-HORNED INTO SHOPPING MALLS, STOREFRONTS ECT.. THE INTERIOR IS WHERE THE MAGIC HAPPENS. THE COLOR SCHEME IS RED, WHITE AND BLACK WHICH RELATES TO THE MODERNIST FEELING OF THE ENTIRE STORE; FROM THE LIGHT FIXTURES AND FURNITURE TO THE WALLCOVERINGS AND TILE.



C). MESA GRILL

"ONE OF THE HOTTEST NEW RESTAURANTS IN NEW YORK CITY"

-ARCHITECT: JAMES BIBER, PENTAGRAM ARCHITECTURAL SERVICES



THE MESA GRILL IS A 6,400 SQUARE FOOT SOUTHWESTERN STYLE RESTAURANT LOCATED ON FIFTH AVENUE IN NEW YORK CITY. THE CUSTOMER BASE IS GENERALLY A YOUNG CROWD AND THE RESTAURANT HAS BECOME A LOCAL HANGOUT AS WELL AS A DESTINATION FOR OUT OF TOWNERS.

THE DESIGN HAD TO RENOVATE A DULL EXISTING STOREFRONT SPACE INTO AN ENERGETIC NEW RESTAURANT THAT WOULD DRAW CROWDS AND BECOME AN ICON FOR THE NEW RESTAURANT. ONE WAY IN WHICH THE ARCHITECT ACCOMPLISHED THIS WAS TO INTRODUCE A VIBRANT COLOR SCHEME.

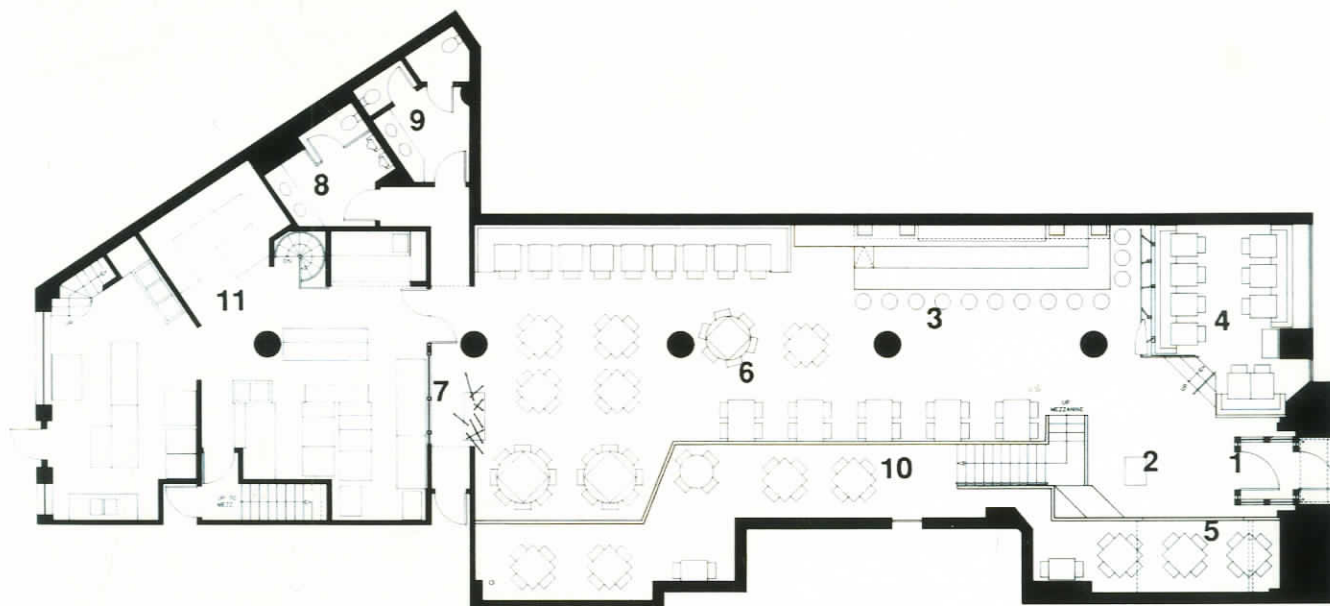
"I MET THE CHEF BEFORE I STARTED THE DESIGN AND WAS IMPRESSED WITH HIS SELF ASSURANCE, ENTHUSIASM AND SENSE OF STYLE. THE COLORS AND TEXTURES OF HIS FOOD INFLUENCED MY USE OF STRONG SATURATED COLORS, LARGE GRAPHICS AND OVERSIZED, FUNKY, SOUTHWESTERN STYLED LIGHT FIXTURES. I WANTED TO

Precedents & Analysis

CREATE AN EXUBERANT CAFE' THAT WOULD MATCH THE CHEF'S EXUBERANT STLYE OF COOKING." SAYS ARCHITECT JAMES BIBER.

ANOTHER PART OF THE DEISGN CONCEPT WAS THAT EVERYONE HAS A VIEW OF EITHER THE FRONT WINDOW OR THE REAR WINDOW INTO THE KITCHEN. BIBER STATES, "EVERYONE LIKES TO SEE PEOPLE AND FOOD COMING AND GOING."

THE FLOORPLAN BEGINS WITH AN ENERGETIC ENTRY FULL OF VIVID COLORS THAT LEAD TO THE BAR. FROM THE LARGE BAR AREA ONE CAN VIEW THE ENTIRE SPACE. THE BATHROOMS ARE LOCATED IN THE REAR, ALLOWING CUSTOMERS TO SEE AND BE SEEN ON THEIR WAY THERE. THE KITCHEN IS IN THE REAR AS WELL, VISIBLE THROUGH A LARGE GLASS WALL, ALLOWING CUSTOMERS TO PEEK IN WHICH ADDS TO THE RESTAURANTS EXCITING ATMOSPHERE.



MESA GRILL FLOOR PLAN. COURTESY OF JAMES BIBER.

REFERENCE TABLE: 1. ENTRY; 2. MAITRE D'; 3. BAR; 4. RAISED DINING AREA; 5. COAT ROOM; 6. DINING AREA; 7. WAITER'S STATION; 8. MEN'S BATHROOM; 9. LADIES' BATHROOM; 10. MEZZANINE DINING; 11. KITCHEN

D). RALPHIE'S DINER

"VOTED ONE OF MARYLAND'S BEST RESTAURANTS"

-ARCHITECT: DORF ASSOCIATES INTERIOR DESIGN INC.



RALPHIE'S DINER IS A 6,500 SQ. FT. RESTAURANT THAT OCCUPIES THE GROUND FLOOR OF A TEN STORY OFFICE COMPLEX IN A SUBURB OF BALTIMORE. THE THEME IS THAT OF A 1940'S ART DECO ROADSIDE DINER THAT YIELDS A SENSE OF PERMANENCE, QUALITY AND FUN. BOTH THE OWNERS AND THE ARCHITECT BELIEVED THAT A COMFORTABLE, ENERGETIC, RICHLY DETAILED SPACE COUPLED WITH A MODERATELY PRICED MENU WOULD BE A SURE HIT. THEY WANTED A SPACE THAT THE CUSTOMERS WOULD NOT GET TIRED OF AND WOULD TELL THEIR FRIENDS ABOUT.

RALPHIE'S WAS DESIGNED TO APPEAL TO A WIDE AUDIENCE. IT WAS IMPORTANT THAT THE DESIGN ALLOWED FOR FAMILIES, BUSINESSPEOPLE, TEENS, YOUNG, MIDDLE-AGED AND THE ELDERLY TO FEEL COMFORTABLE TOGETHER IN THE SPACE.

IN ORDER TO ACHIEVE THIS THE ARCHITECT DEVELOPED A PALETTE OF WARM WOOD, BURGUNDY UPHOLSTERY, FLUTEX GLASS AND BLACK AND WHITE TILES. THESE WARM FINISHES COUPLED WITH ART DECO SHAPES AND FORMS IN BOTH THE LIGHTING FIXTURES,

Precedents & Analysis

FURNISHINGS, DETAILS AND THE ARCHITECTURE OF THE SPACE CONTRIBUTED TO A SENSE OF CASUAL ELEGANCE. THE USE OF PATTERNED STAINLESS STEEL AND NEON GRAPHICS ADDED WHIMSY AND ENERGY TO THE SPACE.

THE ENTRANCE IS WELCOMING WITH LARGE, WELL-LIT DISPLAY CASES FEATURING DESSERTS AND BAKED GOODS, AS WELL AS A CASHIERS STATION THAT CONTRIBUTES TO THE ENERGY AND EXCITEMENT OF THE SPACE. TWO SEPERATE "DINING CARS" ARE DEFINED WITH COVE-LIT VAULTED CEILING WELLS AND THREE HUGE ART DECO PENDANT LIGHT FIXTURES. WITHIN THESE "CARS" ARE BOOTHS SURROUNDED BY FLUTEX GLASS AND MAHOGANY TRIM. THE CEILINGS ARE LOWERED TO 8' AT THE BOOTHS TO CREATE A SENSE OF ENCLOSURE AND PRIVACY.

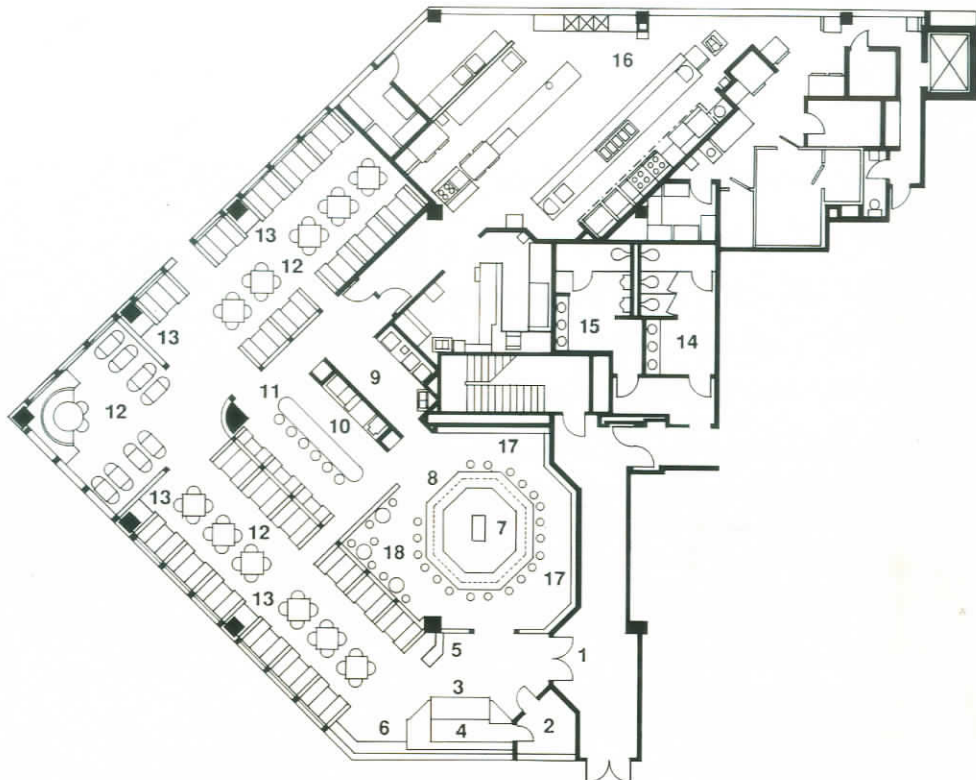


THE HIGHLY EFFICIENT KITCHEN DESIGN IS ONE OF THE WAYS IN WHICH RALPHIE'S IS ONE UP ON THE AVERAGE RESTAURANT. THE KITCHEN WAS DESIGNED TO PRODUCE HIGH VOLUME WITHOUT ABUNDANT AISLE SPACE YET STILL LEAVING PLENTY OF ROOM TO WORK. THE OWNER FEELS THAT A COMFORTABLE WORKING ENVIRONMENT RAISES THE MORAL OF THE EMPLOYEES, WHICH IN EFFECT LEADS TO CONSISTENTLY GOOD FOOD AND FAST SERVICE.

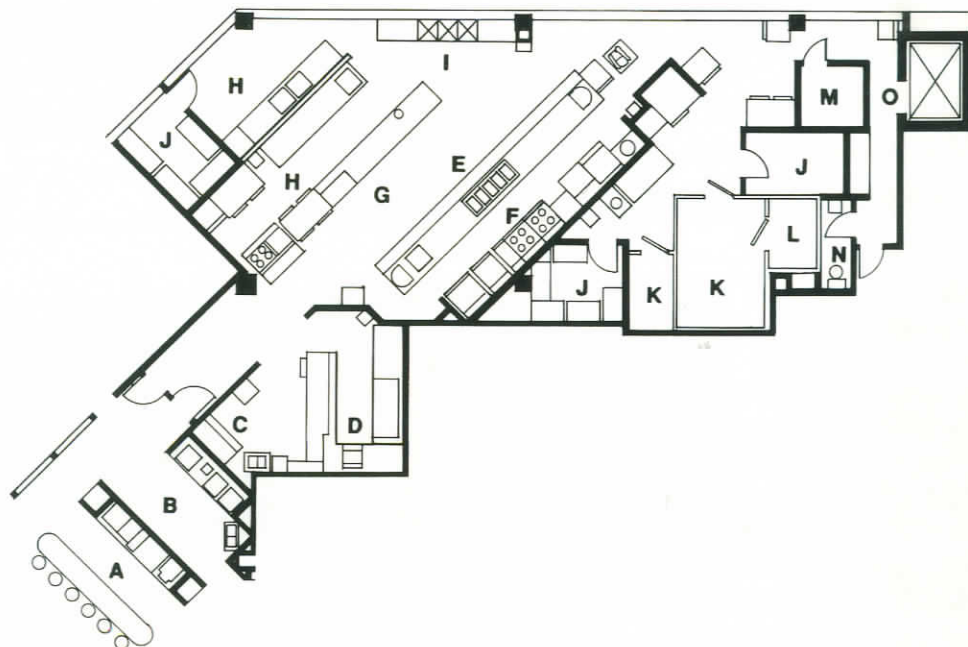
(NOTE: SEE FLOORPLAN ON NEXT PAGE)

Precedents & Analysis

RALPHIE'S DINER
FLOOR PLAN. COURTESY
OF DORF ASSOCIATES.
REFERENCE TABLE: 1. ENTRY;
2. COAT ROOM; 3. DESSERT
DISPLAY; 4. CASHIER;
5. MAITRE D'; 6. WAITING
AREA; 7. BAR; 8. SERVICE
BAR; 9. WAITER'S STATION;
10. BEVERAGE STATION;
11. SODA FOUNTAIN;
12. DINING ROOM; 13. BUS
STATIONS; 14. WOMEN'S
BATHROOM; 15. MEN'S
BATHROOM; 16. KITCHEN;
17. DRINK RAIL; 18. HIGH
TOPS



RALPHIE'S DINER
KITCHEN PLAN. COURTESY
OF DORF ASSOCIATES.
REFERENCE TABLE:
A. HOT BEVERAGES;
B. WAITER'S STATION; C. ICE;
D. DISHWASHING; E. HOT
PICK-UP COUNTER; F. HOT
LINE; G. COLD PICK-UP
COUNTER; H. COLD PREP;
I. POT SINKS; J. DRY STORAGE;
K. WALK-IN REFRIGERATOR;
L. FREEZER; M. OFFICE;
N. EMPLOYEE'S BATHROOM;
O. ELEVATOR FROM
DOWNSTAIRS LOADING DOCK



E). NEW ENGLAND BARNs & VERNACULAR ARCHITECTURE

"PASSION FOR PEOPLE. PASSION FOR SUCCESS. AND ABOVE ALL, PASSION FOR ICE CREAM"

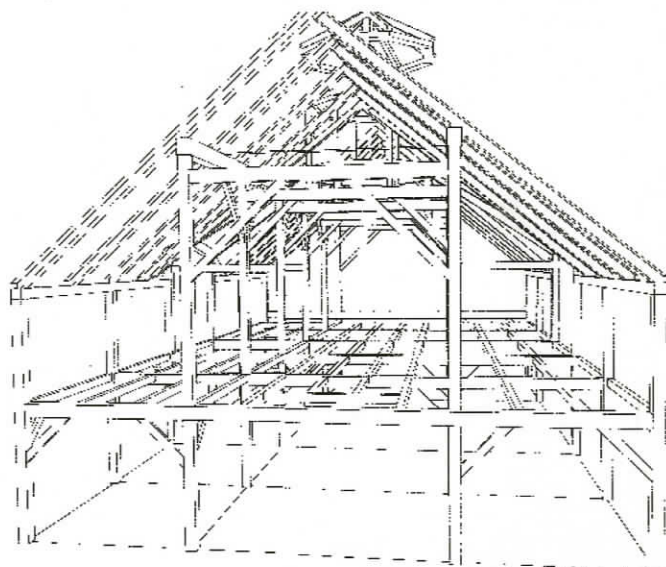
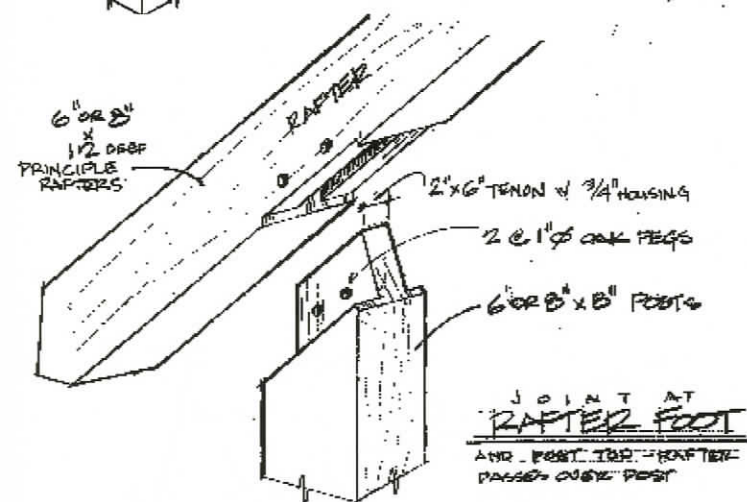
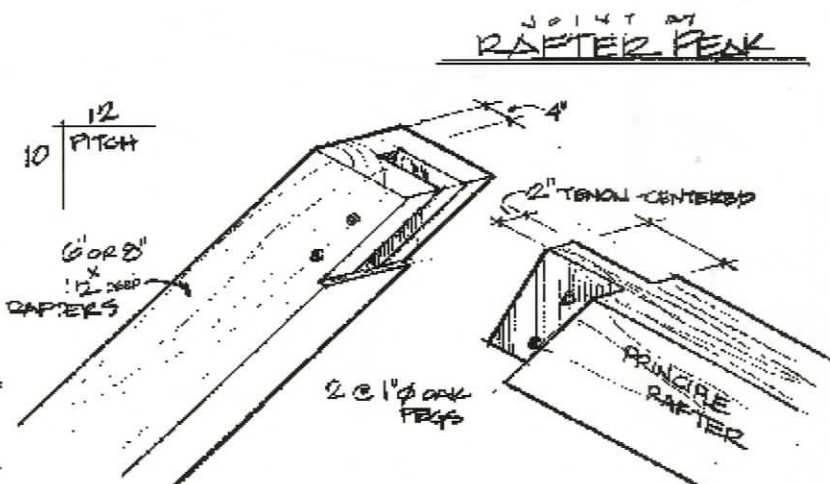
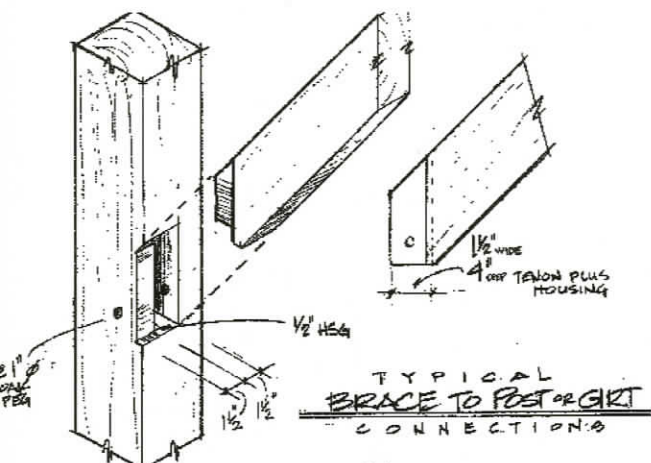
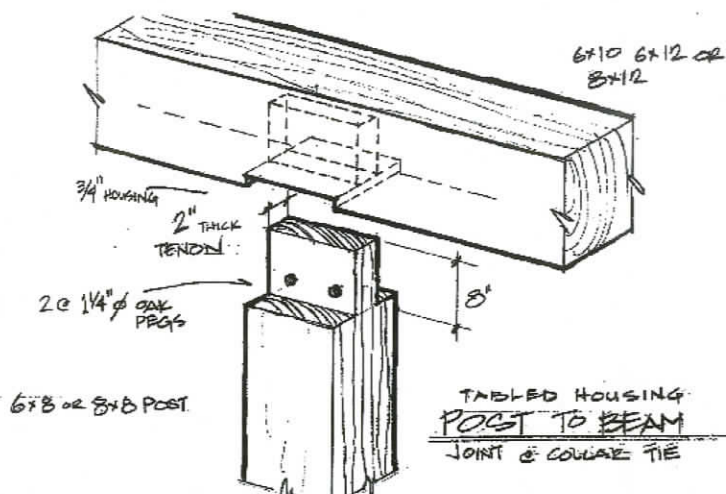
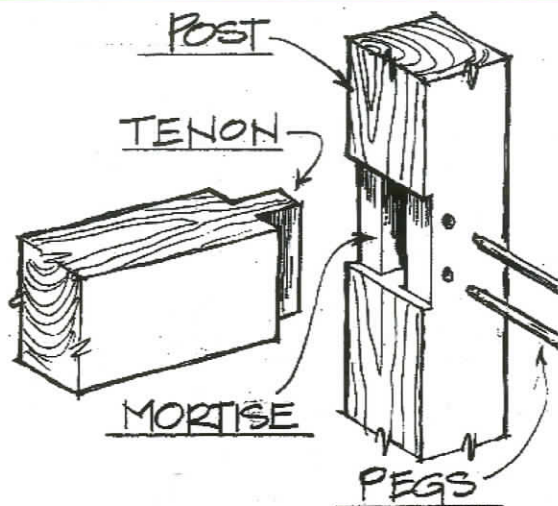
-DESIGNER: VARIOUS LOCAL FARMERS AND CRAFTSMAN

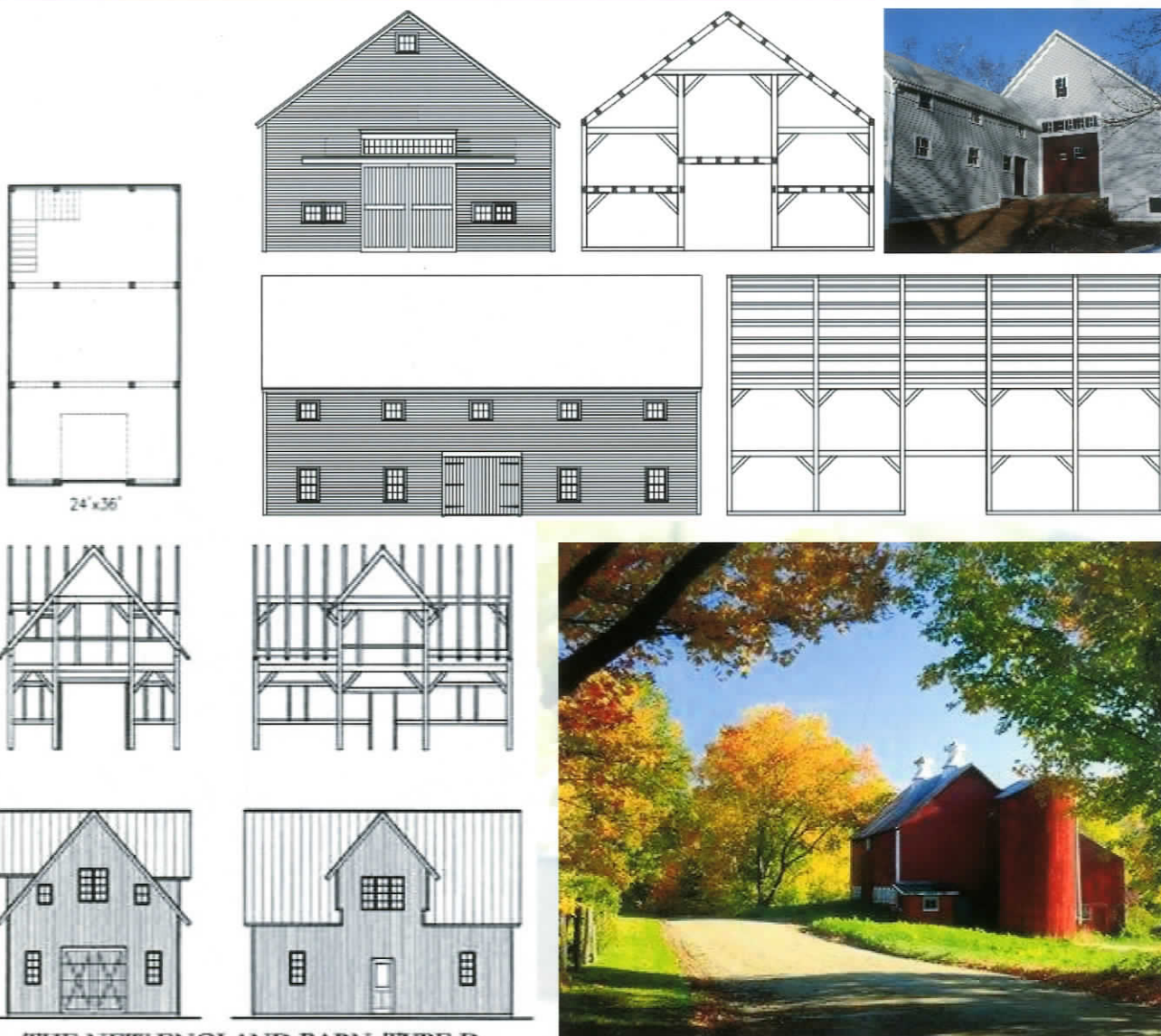


THE EARLY ARCHITECTURE OF COLONIAL NEW ENGLAND CONSISTED OF ENGLISH INSPIRED WORKING BUILDINGS AND HOMES. THESE WERE DESIGNED AND BUILT BY THE COLONIAL SETTLERS WITHOUT FANCY TOOLS AND A DEGREE IN ARCHITECTURE. THESE BUILDINGS REPRESENT WHAT LIFE WAS ABOUT IN EARLY DAYS OF AMERICA. LIFE BACK THEN WAS ABOUT PROVIDING FOOD FOR YOUR FAMILY AND TO DO THIS FOR MANY THE ONLY WAY

WAS TO LIVE OFF THE LAND. PEOPLE NEEDED BARNs TO STORE FARMING EQUIPMENT, LIVESTOCK, GOODS, ETC.. THE EARLY BARNs HAD DISTINCT ENGLISH FEATURES SUCH AS GABLED ROOFS AND POST AND BEAM WOOD FRAME CONSTRUCTION. IN TIME THE BARNs BEGAN TO TRANSFORM INTO STRUCTURES THAT WERE BETTER ADAPTED TO BOTH THE CLIMATE AND FARMING LIFESTYLE OF NEW ENGLAND. WHAT DEVELOPED IS KNOWN AS THE "YANKEE" OR "NEW ENGLAND" BARN TYPOLOGY. WHEN TRAVELING THROUGH NEW ENGLAND ONE WILL SEE THESE STRUCTURES DOTTING THE LANDSCAPE AND THEY SERVE AS REMINDERS OF THE REGION'S RICH HISTORY. ONE OF THE WAYS IN WHICH VERNACULAR ARCHITECTURE CAN BE ADDRESSED IN A NEW ARCHITECTURAL PROJECT IS TO TAKE DESIGN CUES AND INSPIRATION FROM THESE STRUCTURES AND USE THEM AS A VEHICLE FOR BOTH PRESERVATION AND MODERNIZATION.







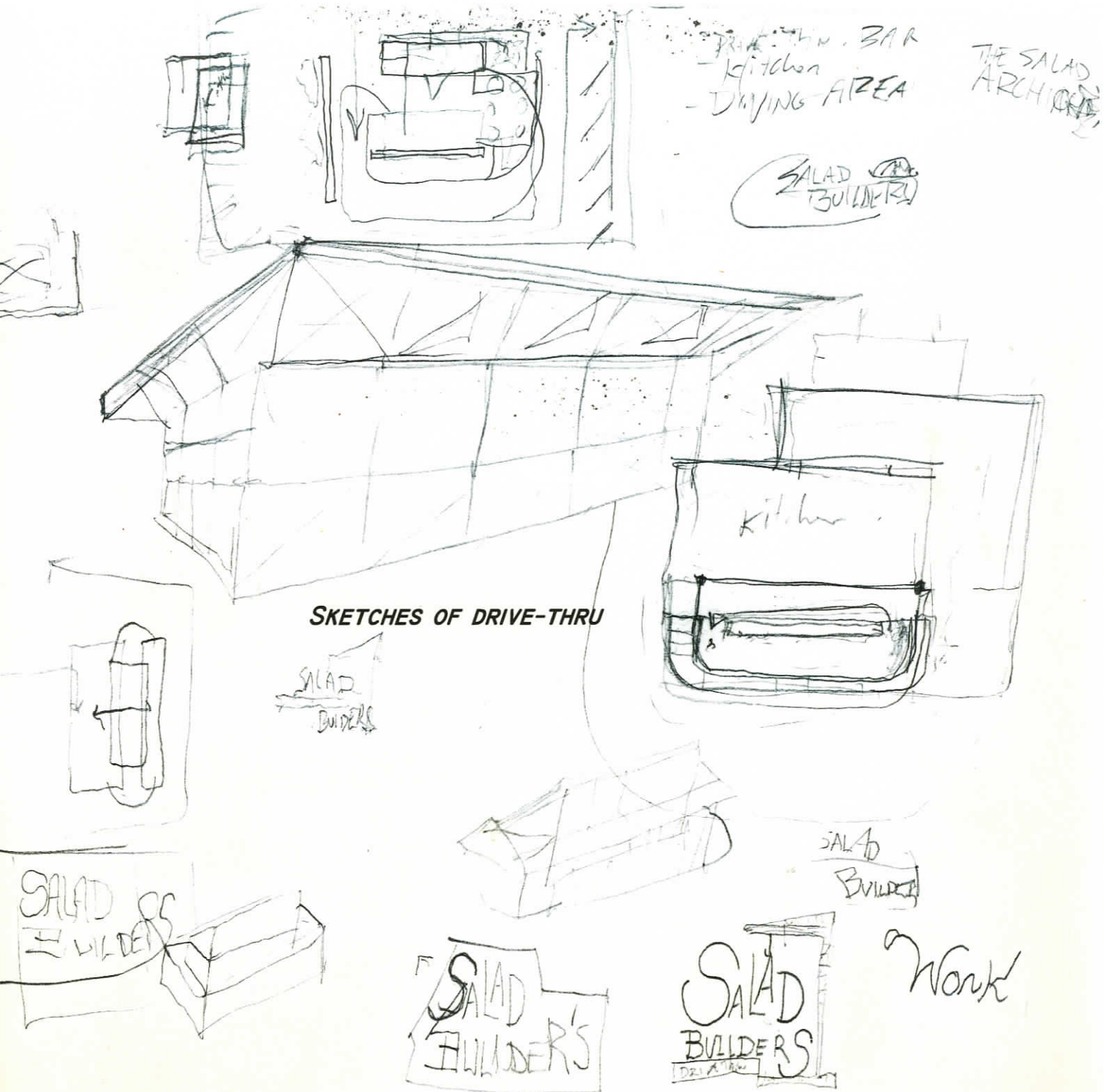
THE NEW ENGLAND BARN, TYPE D



VII. Initial Sketches

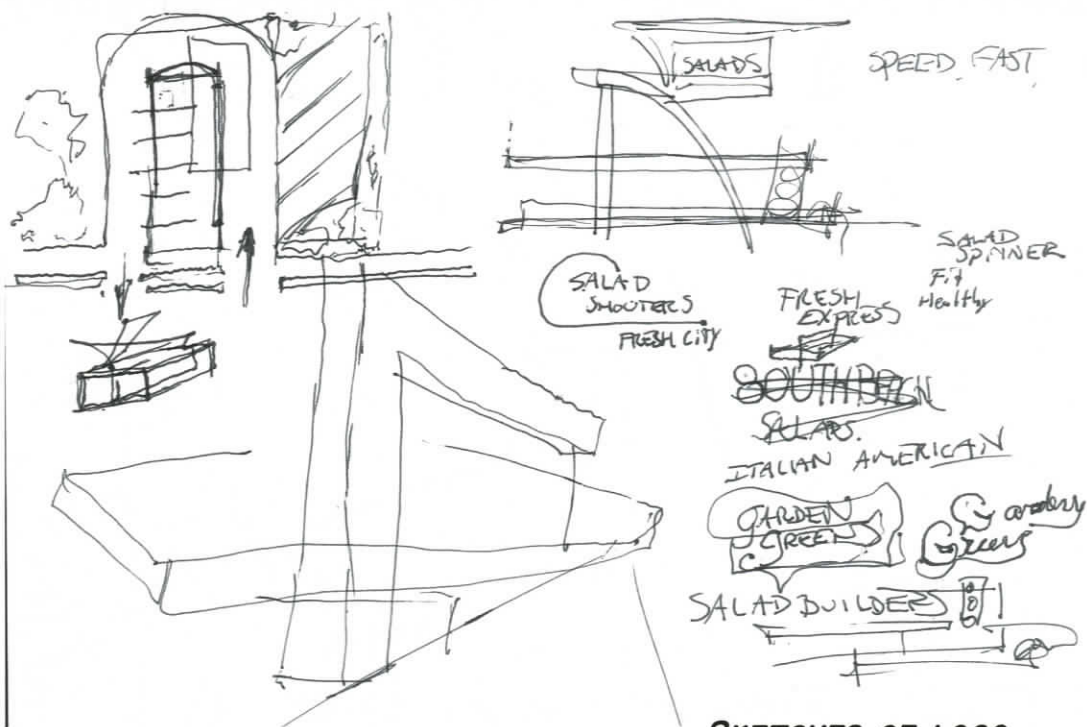


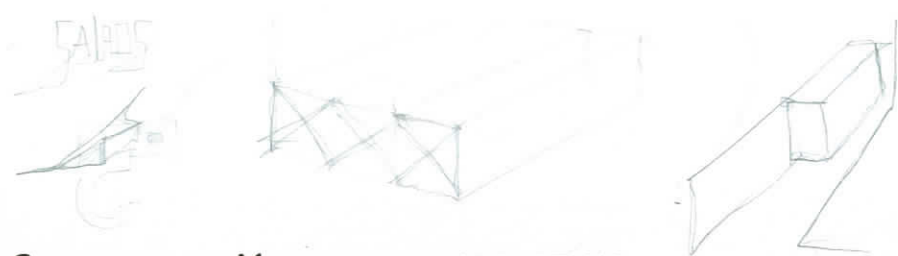
Initial Sketches and Ideas



SKETCHES OF LOGO

Initial Sketches and Ideas



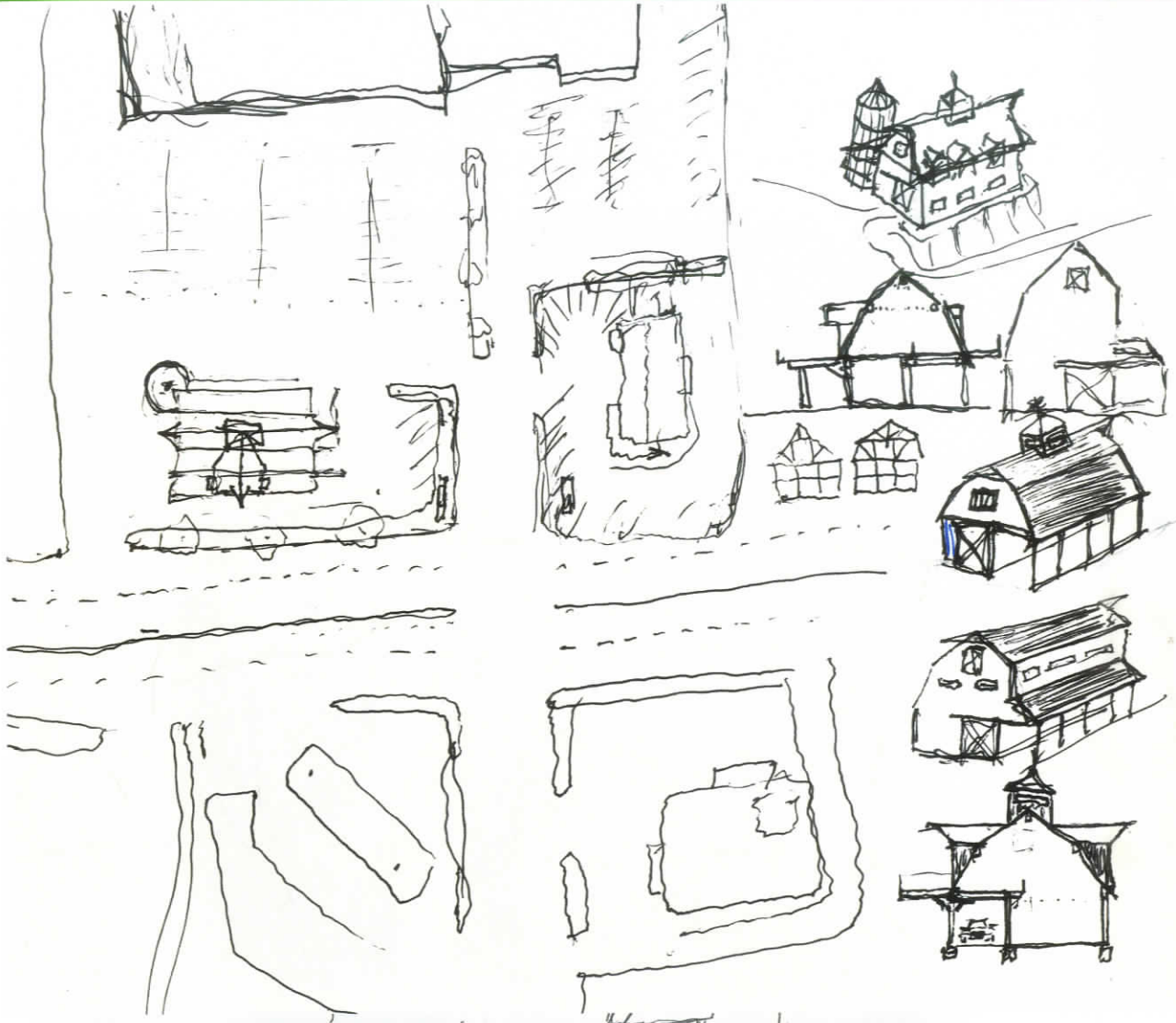


SKETCHES OF MODULAR CONSTRUCTION



SKETCHES OF DRIVE-THRU WINDOW

Initial Sketches and Ideas



SKETCHES OF "NEW ENGLAND STYLE"
BARN AND ADAPTIVE REUSE OF
VERNACULAR ARCHITECTURAL FORMS



Salad Builders

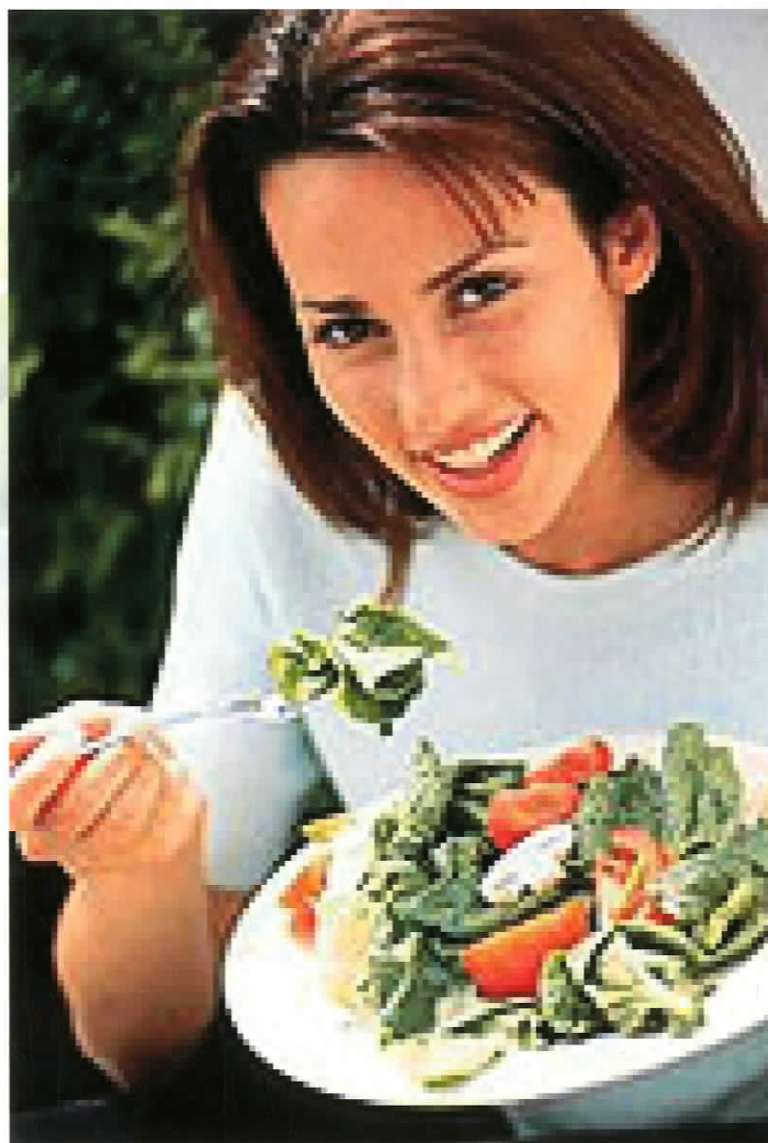
Custom Gourmet Salads

Win! Evaluation Criteria



Evaluation Criteria

SINCE THIS THESIS PROPOSAL IS BY NO MEANS A STANDARD THESIS PROPOSAL, I BELIEVE THAT THE EVALUATION OF IT SHOULD BE WITH A LENS SPECIFIC TO REAL WORLD ARCHITECTURAL DESIGN AND FOCUS ON THE WAYS IN WHICH THIS PROJECT CAN BECOME A REALITY IN THE NEAR FUTURE. THIS WILL BE THE MOST INFLUENTIAL AND HELPFUL TO ME AS A STUDENT IN ARCHITECTURE AS WELL AS AN ENTREPRENEUR AT HEART.



VIII. Appendix



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